

Info Pack

THE EYE SITE



**A Traveling Exhibit on Low
Vision for Shopping Centers**



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health
National Eye Institute

For more information about
**THE EYE SITE: A Traveling Exhibit on
Low Vision for Shopping Centers**
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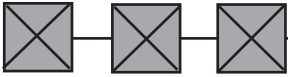
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Overview

THE EYE SITE: A Traveling Exhibit on Low Vision for Shopping Centers

THE EYE SITE exhibit was developed by the National Eye Institute (NEI), part of the Federal government's National Institutes of Health (NIH), U.S. Department of Health and Human Services. The NEI is the lead agency for vision research and funds about 1,600 research projects throughout the country and at its facility in Bethesda, Maryland.

The exhibit consists of five colorful kiosks, ranging in height from 6 to 8 feet, and is designed to attract a cross section of the population, from young people to senior citizens. It contains an interactive multimedia touchscreen program; provides information on low vision services and resources; and displays aids and devices that help people with low vision. The exhibit and touchscreen program explain the causes of low vision, offer personal accounts of people living with low vision, and provide a self-assessment to help people determine whether they or someone they know may have low vision. A highlight of the touchscreen program is an animated character that guides the viewer through the program, as well as several short videos that provide "hands-on" advice.

One panel is customized for each market. This panel lists state and local resources and local Host Committee names.

The exhibit may be arranged in several configurations and requires a minimum of 400 square feet of display space. The kiosks are constructed of laminated plywood. Attached to the kiosks are panels, which are screen printed with text and photographs. Low voltage lighting illuminates the panels, devices, and resources.

The traveling exhibit visits shopping centers and other high traffic consumer venues. Shopping centers are today's town squares, which attract thousands of daily visitors.

Objectives

To increase knowledge of

- Low vision
- Vision rehabilitation services
- Adaptive devices
- NIH, NEI, and its medical research

THE EYE SITE is a part of the NEI's National Eye Health Education Program (NEHEP). The goal of the program is to prevent blindness and promote vision rehabilitation through public and professional education programs. The NEI coordinates the NEHEP in partnership with more than 50 national organizations representing the private and public sectors.



THE EYE SITE: A Traveling Exhibit on Low Vision for Shopping Centers



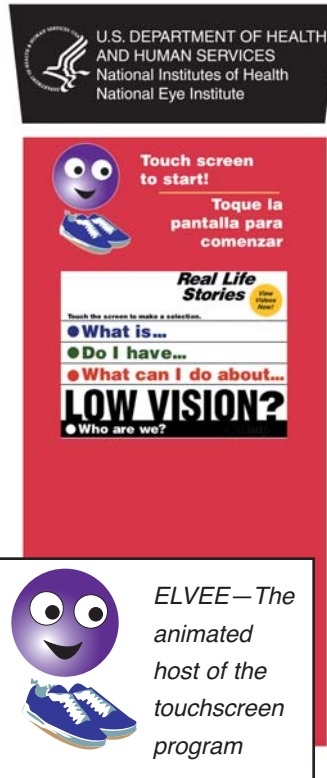


Exhibit Storyline

Kiosk #1

Panel 1

- Header: DHHS/NEI logo
- Panel: The multimedia touchscreen program, in English and Spanish, features an animated character that guides visitors to information on what low vision is and what can be done about it. The program includes 10 short videos that feature eye exams, demonstrations of low vision devices, and first-person stories of people who have successfully learned to live with low vision.



Panel 2

- Header: Local Resources
- Panel: Provides a list of state and local low vision services and resources. The text is prepared by the Host Committee and is inserted into 8½" x 14" Plexiglas frames. A template is provided for the panel layout.



Panel 3

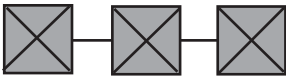
- Header: Your Tax Dollars at Work!
- Panel: Provides information on the National Institutes of Health/National Eye Institute.



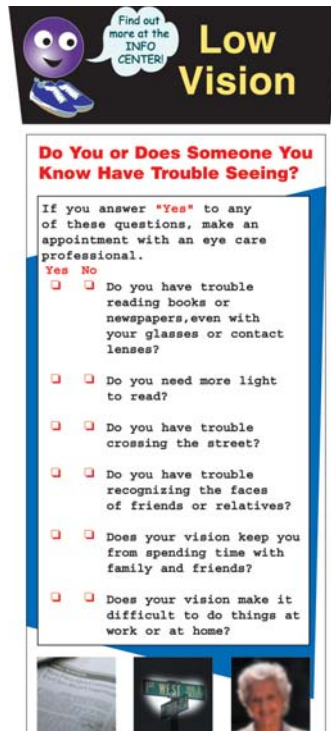
Panel 4

- Header: "I thought I would have to give up my job."
- Panel: George's story describes problems that may occur with glaucoma and possible ways to live with low vision.

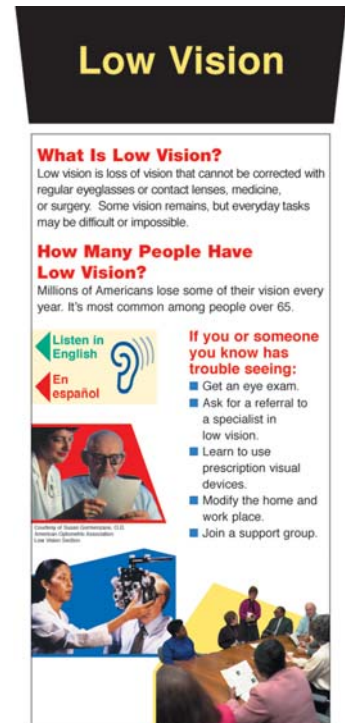


**Kiosk #2****Panel 5**

- Header: Low Vision
- Panel: Do You or Does Someone You Know Have Trouble Seeing? A self-assessment guide helps determine whether you or someone you know has low vision.

**Panel 6**

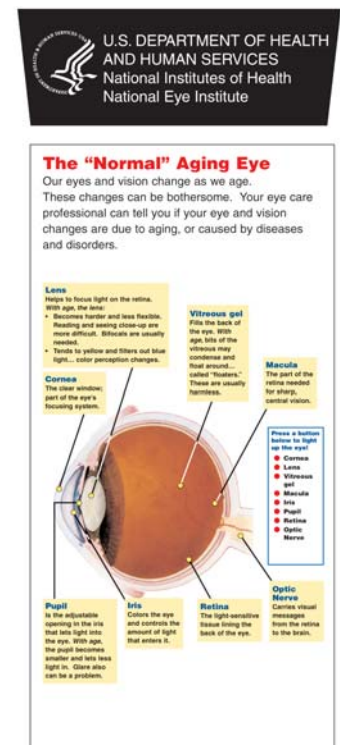
- Header: Low Vision
- Panel: What Is Low Vision? describes low vision and what can be done about it.
- Audio signage: Provides an overview of the information provided on Kiosk #2.

**Panel 7**

- Header: "I couldn't see the TV anymore."
- Panel: Rose's story illustrates how someone can learn to deal with vision loss from macular degeneration. It explains how Rose is able to lead a fuller life with low vision adaptive devices.

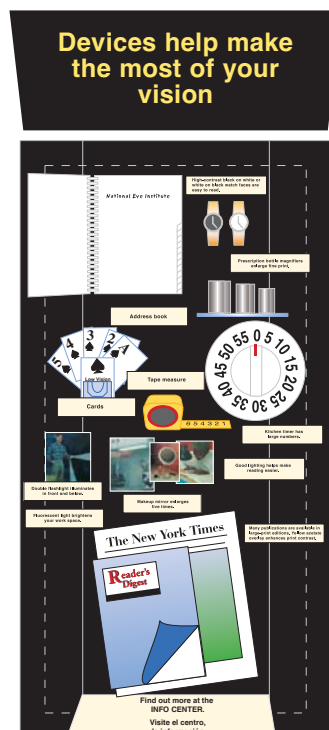
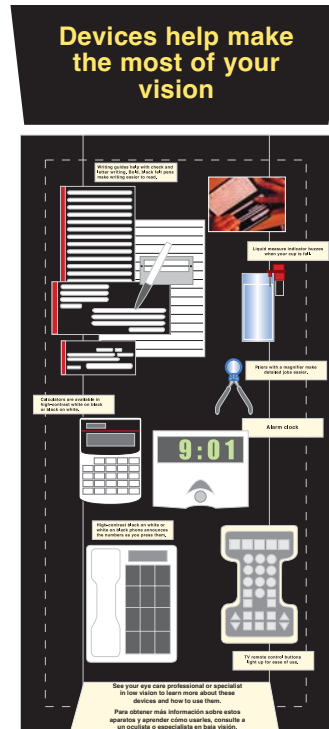
**Panel 8**

- Header: DHHS/NEI logo
- Panel: The "Normal" Aging Eye Aging Eye is an illuminated diagram of the eye with push buttons that describe the parts of the eye and the natural changes in the human eye as it ages.

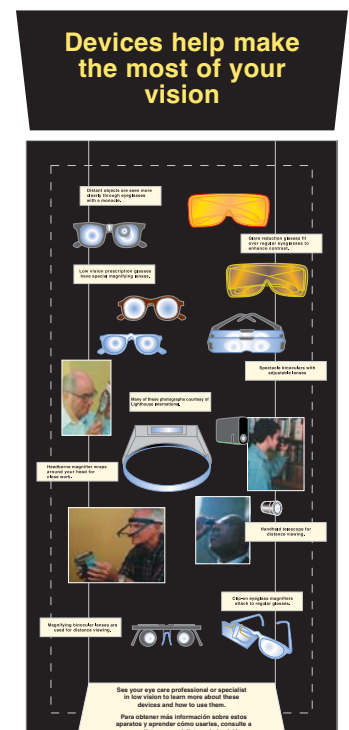
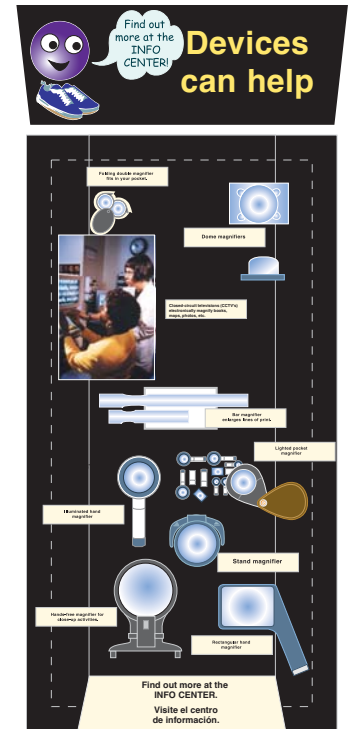


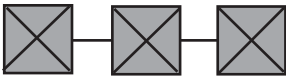
**Kiosk #3****Panels 9 and 10**

- Headers: Devices help make the most of your vision
- Household and workplace adaptive devices, including large type magazines and newspapers, magnifying devices, monocular telescopes, and talking devices, are arranged in an attractive, lighted exhibit case. Devices displayed: writing guide, liquid measure indicator, pliers with magnifier, large numerical calculator, alarm clock, large button TV remote, large number telephone, large number wrist watches, prescription bottle magnifiers, kitchen timer, large type playing cards, large number tape measure, large print *Reader's Digest* and *New York Times*.

**Panels 11 and 12**

- Headers: Devices can help and Devices help make the most of your vision
- Prescriptive and adaptive devices, including magnifying devices and monocular telescopes, are arranged in an attractive, lighted exhibit case. Devices displayed: eyeglasses with a monocle, glare reduction glasses (2 pairs), low vision prescription glasses, spectacle binoculars, handheld telescopes (2 types), headborne magnifier, magnifying binocular lenses, clip-on eyeglass magnifier, folding double magnifier, dome magnifiers (2), bar magnifiers (2), lighted pocket magnifier, illuminated hand magnifier, stand magnifier, rectangular hand magnifier, hands-free magnifier. English and Spanish description cards will be displayed.





Kiosk #4

Panel 13

- Header: "I made changes at home."
- Panel: Anna's story describes how a person with diabetes can take care of her eyes and learn how to use low vision devices in order to live a more independent life.

"I made changes at home."

Anna's story:
"I have diabetes. I didn't know that it could affect my vision. I began to have trouble preparing meals. I often burned my food on the stove. My ophthalmologist did laser surgery, but I had already lost some vision that could not be restored. I still have regular eye exams, and laser surgery when I need it."

My vision problems became challenges. I asked for a referral to a specialist in low vision, and now I look at things differently."

"I had problems with my vision before I went to the eye doctor."

"With this magnifier, I can read food labels."

"Using handy devices, I can prepare meals again."

Panel 14

- Header: What Causes Low Vision?
- Panel: Photos demonstrate how a person sees when he or she has cataracts, glaucoma, diabetic retinopathy, or age-related macular degeneration.

What Causes Low Vision?

Most people develop low vision because of eye diseases like macular degeneration, cataracts, and glaucoma, or as a result of diabetes. Some people get low vision from other eye diseases, injuries, or birth defects.

Normal Vision
A healthy eye can see clearly. A leading cause of vision loss in older Americans, AMD results in loss of central vision and some blurring. Scientists are learning what causes AMD and how it can be better treated. Research reveals that certain nutrients can help some patients lower their risk of developing advanced AMD. Laser surgery can help some patients save vision.

Cataracts
People with cataracts, a clouding of the lens, see through a haze. It is usually safe and successful surgery. The cloudy lens can be replaced with an artificial lens.

Age-Related Macular Degeneration
A leading cause of vision loss in older Americans, AMD results in loss of central vision and some blurring. Scientists are learning what causes AMD and how it can be better treated. Research reveals that certain nutrients can help some patients lower their risk of developing advanced AMD. Laser surgery can help some patients save vision.

Diabetic Retinopathy
Vision can become blurred in diabetic retinopathy due to bleeding in the back of the eye (retina). However, there are often no warning signs. To prevent vision loss, people with diabetes should have an eye exam through dilated pupils at least once a year. Lasers and surgery are very effective in reducing vision loss.

Glaucoma
Glaucoma often has no early warning signs. Later, the field of vision can narrow. Glaucoma is treated with medication, lasers, and surgery. Blacks over age 40 and everyone over age 60 are at higher risk for glaucoma. Those at risk should have an eye exam through dilated pupils at least once every two years.

Panel 15

- Header: Help someone make the most of their vision.
- Panel: Describes what specialists in low vision do and how they can help someone with low vision.
- Audio signage is provided and gives an overview of the information provided on Kiosk #4.

Help someone make the most of their vision.

Ask for a referral to a Specialist in Low Vision.
A specialist in low vision is an optometrist or ophthalmologist who is trained to evaluate vision. This person can prescribe visual devices to use at home and at work.

Listen in English
En español

You also can ask about vision rehabilitation programs that offer a wide range of services such as training to use visual devices and job counseling. They also offer guidance for modifying your home and support groups for those with low vision.

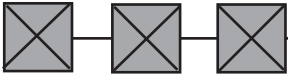
Panel 16

- Header: Warning Signs of Eye Disease
- Panel: Highlights some of the common warning signs of low vision and encourages people to make an appointment with their eye care professional.

Warning Signs of Eye Disease

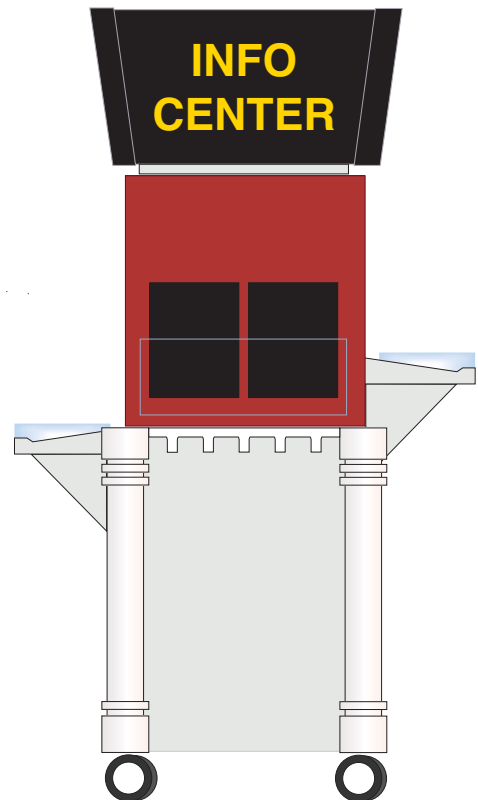
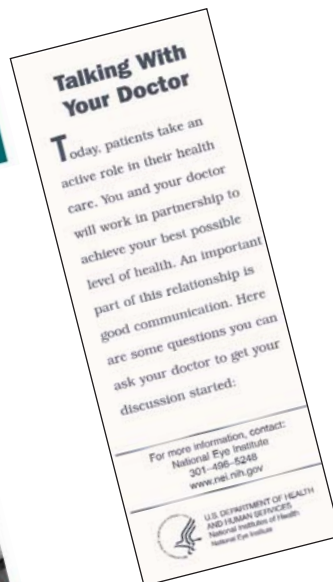
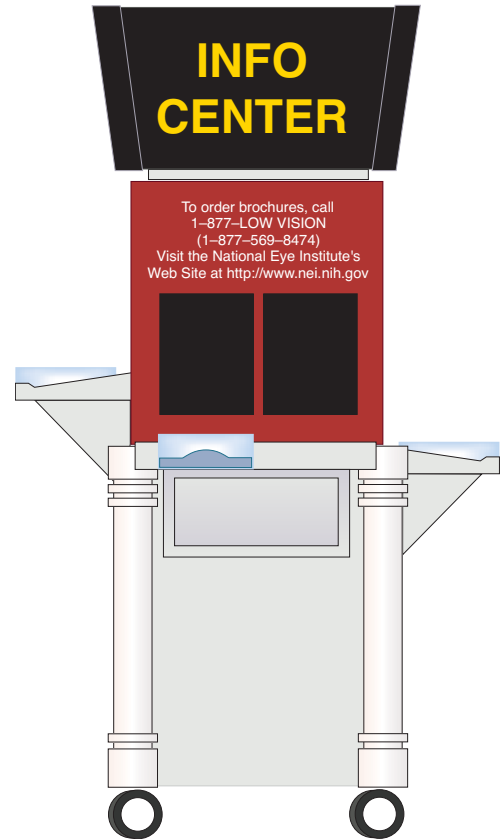
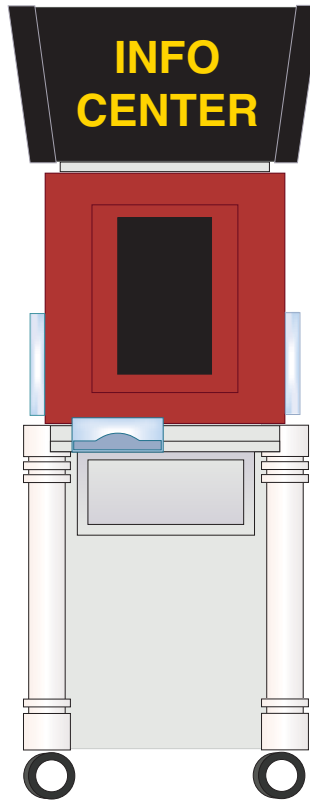
If you have any of these warning signs, make an appointment with your eye care professional. Ask for a dilated eye exam.

- Print looks blurred or parts of words are missing.
- Bright lights cause glare.
- Steps or curbs are hard to see.
- Driving is difficult.
- Faces are not clear.



Kiosk #5

- Headers: INFO CENTER
- Literature on low vision, including two NEI booklets, one in English and the other in Spanish, one NEI brochure, and a flyer, produced locally, listing state and local low vision services and resources, is dispensed in this kiosk. Visitor comment cards are provided for viewer input.





Touchscreen Storyline

The interactive multimedia touchscreen program gives visitors the opportunity to find out more about the causes of low vision and what can be done about it. The program, which is available in English and Spanish, includes a self-assessment that helps people determine whether they or someone they know may have low vision. It also features nine short videos that present the personal stories of people living with low vision, information about eye exams, and demonstrations of assistive devices. ELVEE, the animated host, guides users and delivers important health messages throughout the program. To ensure that the program is accessible to users with a variety of disabilities, all the information appears on screen and in the audio narration.

Splash Screens

When the program is not in use, the touchscreen program cycles through 13 splash screens in English and Spanish, inviting users to view the exhibit and use the program.



Language Selection Screen

The language selection screen allows the user to view the program in English or in Spanish.



Main Menu

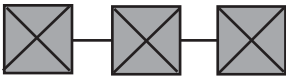
The main menu allows the user to choose one of five sections in the program. Navigation is easy, enabling users to move from one section to another.



Real Life Stories

A highlight of the touchscreen program is the first-person stories of three people with low vision. Mary, Ernest, and José describe how they were able to adapt to low vision and go on with their lives.





Who are we?

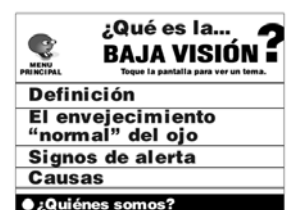
This section provides information on the National Eye Institute and the National Institutes of Health. Users can view a short video about the National Institutes of Health.



SUBMENUS

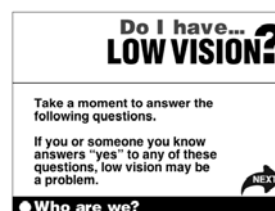
What is low vision?

This section defines low vision, describes important parts of the eye, details some of the changes in vision that are part of the normal aging process, provides warning signs of vision problems, and outlines the causes of low vision.



Do I have low vision?

This section contains a series of questions that can help people determine whether they or someone they know may have low vision.



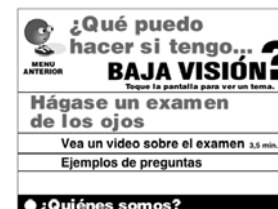
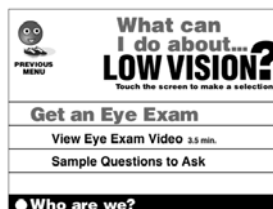


What can I do about low vision?

This section features six short videos about eye exams and assistive devices for use at home and at work. Users can learn about asking for a referral and review sample questions they may want to ask an eye care professional or a specialist in low vision.

Meet Dr. DeCarlo

This video introduces the user to Dr. Dawn DeCarlo, a specialist in low vision. Dr. DeCarlo describes what she does and how she and her colleagues can help someone with low vision.



Health Messages

Throughout the program, ELVEE appears to deliver important health messages and to direct the user to other sections of the touchscreen program or to the exhibit's INFO CENTER kiosk.



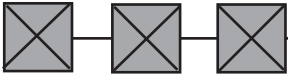


Exhibit Specifications

Components and Size: Five Kiosks

- Four kiosks measure 8' (high) x 3' (wide) x 3' (deep).
- One kiosk measures 6'1" (high) x 2'2" (wide) x 2'2" (deep).

Configuration:

- Minimum space required: 400 square feet.
- The kiosks can be arranged in several configurations. Try to avoid placing Kiosk #2 and Kiosk #4 next to each other. Kiosk #3 and Kiosk #5 work best if they are placed in the middle.
- **Kiosks #1 and #3 can never be connected on the same circuit.**
- Each kiosk is secured by locking wheels and crank-down pads.

Electrical Requirements:

- The exhibit requires three 120-volt circuits with 10 to 15 amps. The third circuit will be dedicated to the INFO CENTER kiosk. Each kiosk is wired to plug into an electrical outlet. Wire Management Beams (WMBs) are to be used even if each kiosk is connected to a separate circuit. If the electricity does not work, make sure that all wire connections are secure and that the kiosks are plugged in properly. If the electricity still does not function after the connections have been checked, the exhibit management company should be consulted.

Preferred:

Three separate 10–15 amp circuits (each outlet is one circuit).

Acceptable:

Two separate 15–20 amp circuits.

Note: All circuits must be 120–volt circuits.

- All of the kiosks require electricity:

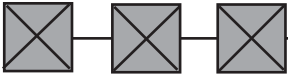
Kiosk #1 for the backlit header and the touchscreen program.

Kiosk #2 for the backlit header and The “Normal” Aging Eye (extra bulbs are located in the spare parts kit).

Kiosk #3 for the backlit header and the display cases, which are illuminated by 28 light bulbs (extra bulbs are located in the spare parts kit).

Kiosk #4 for the backlit header.

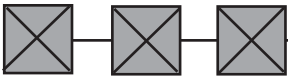
Kiosk #5 (INFO CENTER) for the backlit header.



Crates: Dimensions and Weight

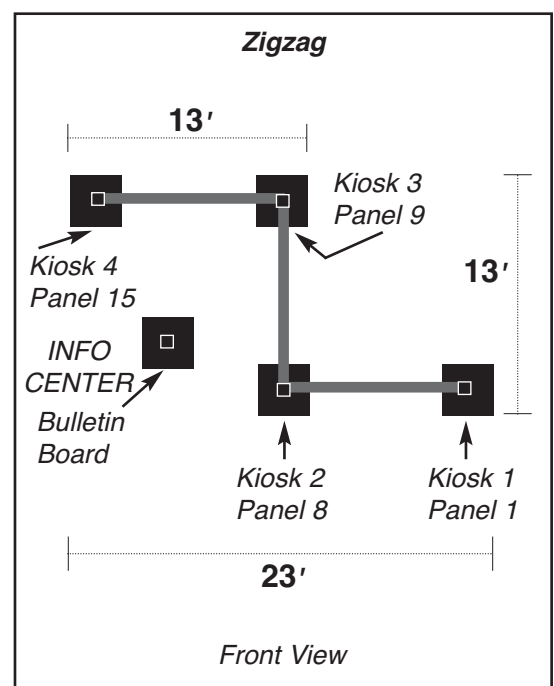
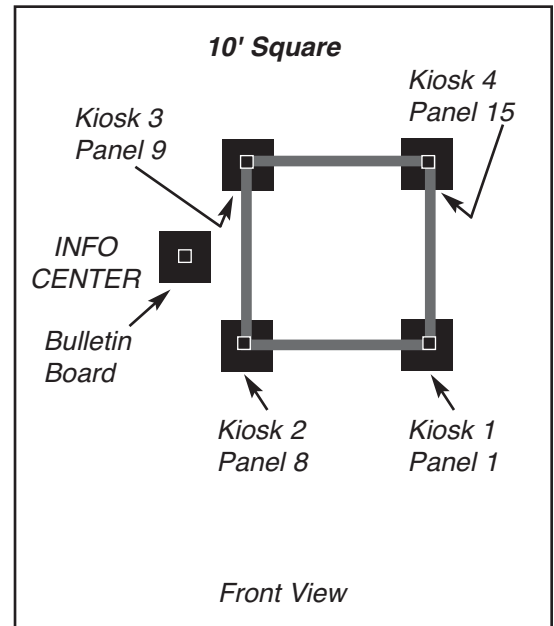
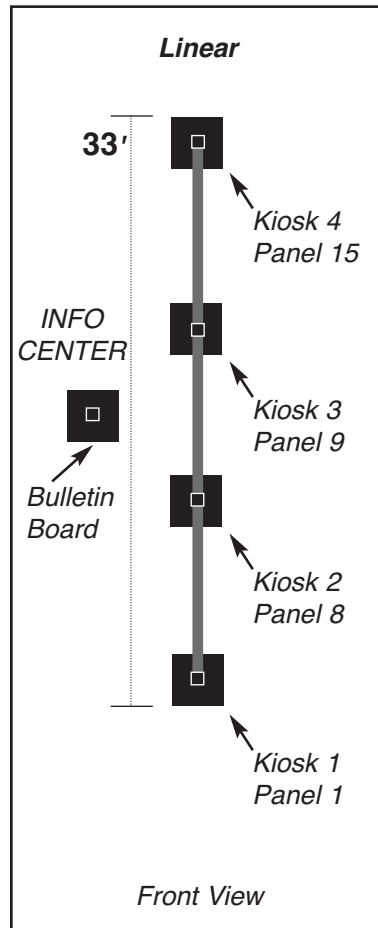
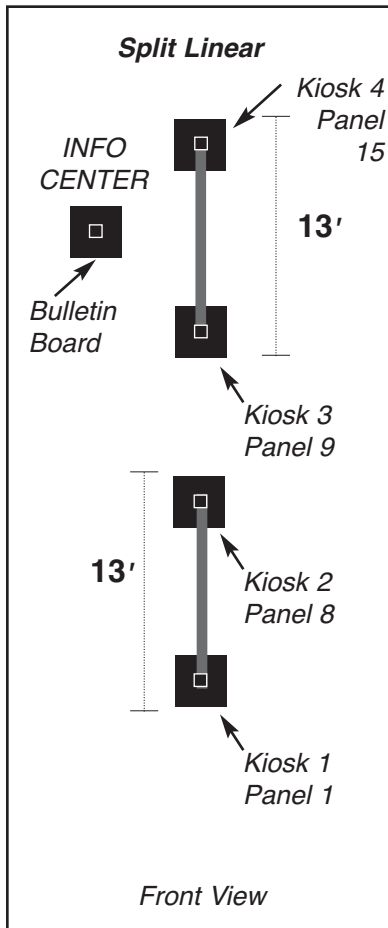
Lift gate, pallet jack, and rolling (wheeled) refrigerator dolly are required to move the crates.

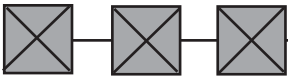
Crate no.	Contents	Crate length	Crate width	Crate height	Weight (crate & contents)
1	Kiosk #1 <ul style="list-style-type: none">• computer• touchscreen monitor• speakers• keyboard/mouse• Wire Management Beams (electrical connectors)• Metal pole 8 inches long for kiosk top• Red rectangular kiosk cap	49"	47"	99"	850 lbs.
2	Kiosk #2 <ul style="list-style-type: none">• audio signage unit• backup panel• Wire Management Beams (electrical connectors)• Metal pole 8 inches long for kiosk top• Red rectangular kiosk cap	49"	47"	99"	850 lbs.
3	Kiosk #3 <ul style="list-style-type: none">• Wire Management Beams (electrical connectors)• Metal pole 8 inches long for kiosk top• Red rectangular kiosk cap	49"	47"	99"	850 lbs.
4	Kiosk #4 <ul style="list-style-type: none">• audio signage unit• exhibit maintenance kit• spare parts kit• toolkit• overhead banner• overhead banner bags• "Experiencing Technical Difficulties" signs• Wire Management Beams (electrical connectors)• Metal pole 8 inches long for kiosk top• Red rectangular kiosk cap	49"	47"	99"	850 lbs.
5	Kiosk #5 <ul style="list-style-type: none">• brochures/flyers are displayed and may be stored inside the kiosk• two writing desks• pens for comment desks• comment cards• two bulletin boards for posting comment cards	36"	49"	83"	550 lbs.



Configuration and Placement

- The diagrams below show four possible configurations.
- It is important to pay close attention to the configuration photos on the next page. They illustrate how the Wire Management Beams are attached to the tops of the kiosks.

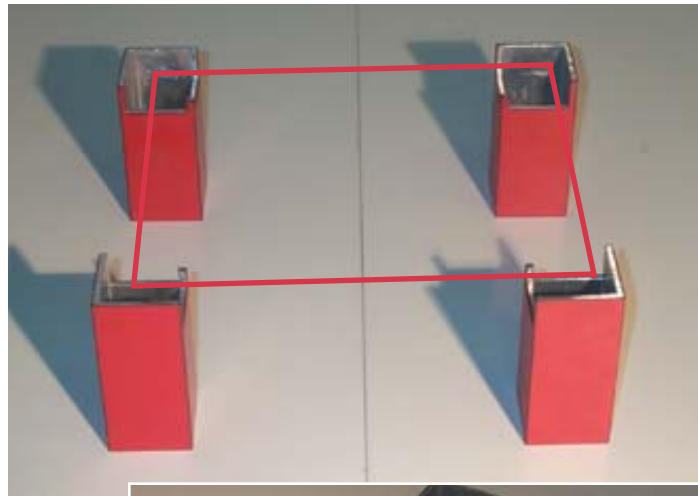




Suggested Configurations for Wire Management Beams (WMBs)

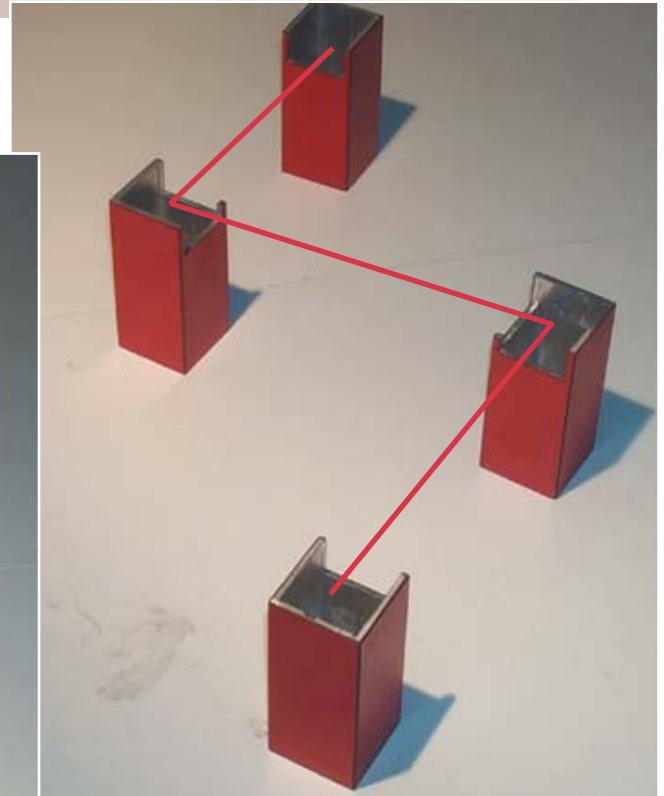
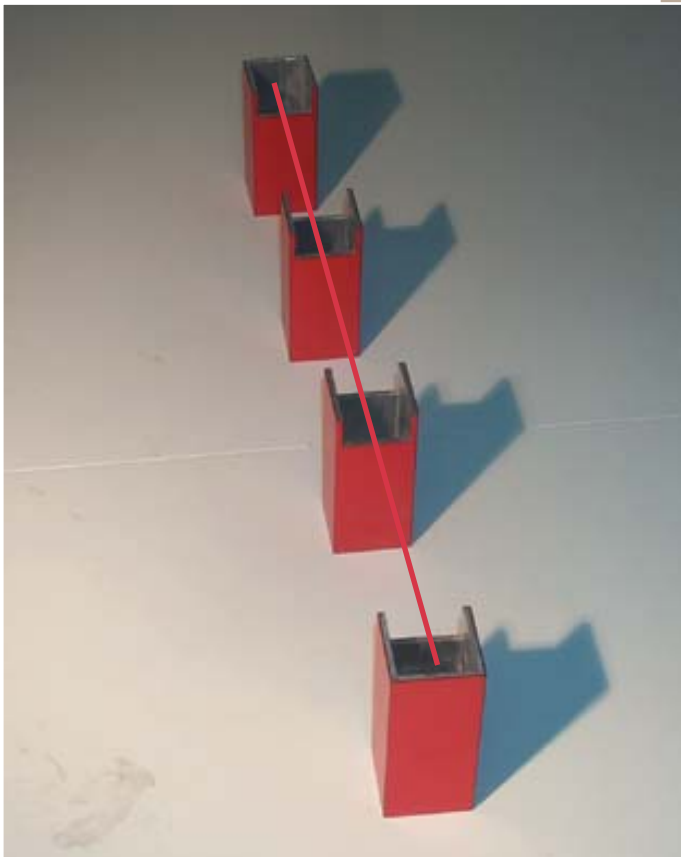
These diagrams illustrate the use of the WMB system, which provides the electrical hookup for the exhibit.

Square

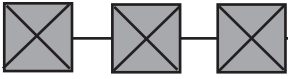


The red rectangular caps are placed on top of four kiosks and measure 2" x 2" x 5-3/8".

Linear



Zigzag



Host Committee



Membership

The makeup of the Host Committee will vary from location to location. However, the committee should reflect the private and government groups and organizations that offer services and resources to people with visual impairments within the community. The following groups should be considered as potential members and/or invited to participate in the events surrounding the exhibition of the National Eye Institute's **THE EYE SITE: A Traveling Exhibit on Low Vision for Shopping Centers**. Make sure to involve groups representing underserved/minority populations in the area.

Vision-Related Voluntary Organizations

These groups might include disease-specific organizations, local voluntary agencies, or providers of services for people with visual impairments (e.g., Prevent Blindness America, American Foundation for the Blind, Foundation Fighting Blindness).

Civic and Voluntary Organizations

These groups provide many community-based services. Among these voluntary groups and organizations are the Lions Clubs International; AARP; The Links, Inc.; and the Delta Gamma Foundation.

State and Local Agencies

These groups include the State Department of Public Health, State Department of Rehabilitation, Independent Living Services for Older Individuals Who Are Blind—Chapter 2 Program, Area Agencies on Aging, etc.

NEI Grantee Institutions

The NEI supports research projects at 250 vision research centers, hospitals, and universities in the United States. NEI will provide a list of grantee institutions in the region.

The National Eye Health Education Program (NEHEP)

Coordinated by the NEI, this group includes more than 50 national organizations, many with local affiliates. See Appendix A or visit the NEHEP Website at www.nei.nih.gov/nehep/members.asp for a list of members.

VISION Public Information Network

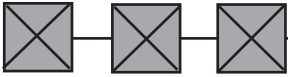
Coordinated by the NEI, this group includes the public affairs officers from eye institutes and departments of ophthalmology and schools and colleges of optometry. See Appendix B or visit the Network Website at www.visionnetwork.nei.nih.gov for a list of members.

Vision Professionals

Representatives from ophthalmology, optometry, and vision rehabilitation should be included. Most state associations of ophthalmology and optometry have an established committee on low vision.

Shopping Center Management

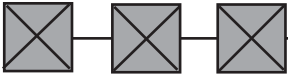
Shopping center management representatives from the selected malls will be invited to join the committee.



Roles and Responsibilities

National Eye Institute

- Review all requests and initiate discussions with interested parties (e.g., vision-related organizations, shopping center management, state and local agencies, and NEI grantee institutions).
 - Make final decisions on the tour schedule, sites, dates, and length of exhibition.
 - Contract with an exhibit management company to schedule and manage **THE EYE SITE** exhibit tour.
 - Coordinate with the exhibit management company, Host Committee, and the shopping center management on all activities and events.
 - Supply brochures, posters, and media-related materials.
- Provide an exhibit management company that will manage the tour and provide the following services:
 - Research and recommend shopping center sites and provide demographic information
 - Set the exhibit tour schedule approved by NEI
 - Serve as the primary contact with shopping center personnel
 - Make all arrangements for shipping and installation/dismantling of the exhibit and for storage of crates during the exhibition
 - Negotiate the exhibit dates and prominent exhibition display area, and sign the lease agreement with shopping center management
 - Maintain and pay for property and personal liability insurance for the exhibit
 - Make storage arrangements for the exhibit as necessary
 - Check twice daily to make certain the exhibit is in presentation order and that the electrical elements are operational
 - Reboot the interactive multimedia program when necessary
 - Monitor all repairs to the exhibit
 - Develop a special events plan for the exhibit tour
 - Consult with the local Host Committee and shopping center in exhibit promotion and onsite events/activities



Roles and Responsibilities

Regional Host Committee

- Send a letter of commitment to NEI agreeing to the roles and responsibilities of a Host Committee.
- Invite other groups (e.g., vision-related organizations, state and local agencies, and NEI grantee institutions) in the area to join the Host Committee and/or participate in events surrounding the exhibit. This should include groups representing underserved/minority populations in the region.
- Consult with the exhibit management firm on shopping center selection and exhibition dates.

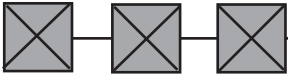
Costs

- **NEI Exhibit Fee.** Pay a flat fee of \$10,000 for the use of the exhibit in four malls in one metropolitan market area during a three- to four-month period. This fee covers all shipping, installation, dismantling, shopping center selection and coordination, assistance with event planning, and media and promotional materials. Tours to fewer than four shopping centers will be priced on a case-by-case basis.
- **Mall Fees.** If necessary, cover mall fees.
- **Events Fees.** Cover any costs associated with Host Committee-sponsored events, including rental of event equipment (e.g., sound system and chairs). Plan and execute onsite events and activities. Some suggested event ideas are provided by the NEI on page 46 of this packet.

- Plan, coordinate, and cover costs for all event logistics (e.g., media kit, media mailings, event invitations and mailings, photography, catering). The NEI will supply samples and suggested templates for several promotional items.
- Prepare a list of all the state and local low vision resources and services for an exhibit panel and flyer. (See sample on pages 24–26.)
- Develop a media and publicity plan for the exhibit opening and events. Work with the exhibit management company, shopping center, and Host Committees' public relations offices to promote the exhibit. NEI will provide suggested media-related materials including a "boiler plate" press release and public service announcements for radio and TV.
- Recruit local experts in low vision to serve as spokespersons for media interviews. (Three spokespersons are recommended.)
- Recruit a local person with low vision to feature for human interest stories/features.
- Whenever possible, schedule local experts and/or volunteers to either staff the exhibit during peak mall hours or offer public information sessions with question and answer periods. Schedule a training session for volunteers using the Exhibit Storyline on pages 3–7 and Tips for Volunteers on page 51–52.
- Provide NEI with a final report, including press and video clips, media coverage and reach, print ads, a referral report, etc.

Sponsorship and Event Policy

The National Eye Institute (NEI) sponsors **THE EYE SITE** throughout the country. Various public events will be scheduled during the tour at the malls. The NEI welcomes the participation of local ophthalmologists, optometrists, vision rehabilitation specialists, nonprofit organizations, and commercial entities in these events including the opening ceremony, public lectures, demonstrations of low vision devices, screenings, tours of the exhibit, and Question and Answer sessions, etc. However, at no time are companies or private practice eye care professionals allowed to promote their own products and services at or near the exhibit. No "commercial" promotions are permitted during the exhibition.



Roles and Responsibilities

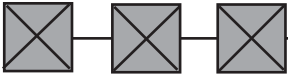
Shopping Center Management

The exhibit management company designated by NEI will coordinate the exhibit planning with each shopping center. Following is a list of the shopping center's roles and responsibilities.

- Provide a prominent rent-free display area in the mall for the exhibit. A minimum of 400 square feet of exhibit space is required.
- Provide a mall floor plan indicating the display area, electrical outlets, loading area, and freight elevators, if required.
- Provide shopping center demographics.
- Consult with the exhibit management company and the Host Committee to plan and coordinate onsite events and activities.
- Sign a lease agreement with the exhibit management company.
- Implement, in coordination with the exhibit management company and the Host Committee, a media and advertising campaign for the exhibit. Use the following channels: press releases (one before the opening and one during the exhibition); merchant newsletters; public service announcements on radio and TV; and the shopping center signage system (outdoor and indoor marquee, directories, and posters). As the shopping center budget permits, promote the exhibit through planned advertising buys. NEI or its designated representative should approve all promotional items.
- Provide routine mall security.
- Store the exhibit crates for the duration of the exhibition.
- Provide a final report including copies of media coverage (both print and electronic), print ads, and monthly mall traffic.

Sponsorship and Event Policy

The National Eye Institute (NEI) sponsors **THE EYE SITE** throughout the country. Various public events will be scheduled during the tour at the malls. The NEI welcomes the participation of local ophthalmologists, optometrists, vision rehabilitation specialists, nonprofit organizations, and commercial entities in these events including the opening ceremony, public lectures, demonstrations of low vision devices, screenings, tours of the exhibit, and Question and Answer sessions, etc. However, at no time are companies or private practice eye care professionals allowed to promote their own products and services at or near the exhibit. No "commercial" promotions are permitted during the exhibition.



Planning Timeline

Deadline

9–12 months out

Assignment

Form and convene a Host Committee comprising groups, organizations, and institutions within the state, such as

- Vision-related organizations
- State and local agencies
- Vision professionals
- National Eye Institute's National Eye Health Education Program
- National Eye Institute's VISION Public Information Network members
- Civic and voluntary organizations
- State professional societies (ophthalmology and optometry)
- Shopping center management (once sites are selected)
- National Eye Institute grantee institutions
- Groups representing underserved/minority populations in the community.

Set a meeting schedule.

Develop a budget and determine contributions.

Send a letter of commitment to the National Eye Institute requesting the exhibit and listing Host Committee member organizations and the proposed dates.

6–9 months out

Set the exhibition and the opening dates.

Develop an invitation list for the opening.

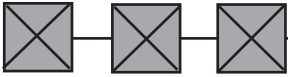
Send a “hold the date” notice to VIPs to participate in the opening ceremony.

Request state and city proclamations.

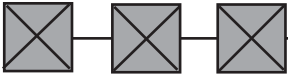
Develop a calendar of events.

Develop a media and promotion plan:

- Develop a media mailing list.
- Draft press releases.
- Identify a local person with low vision to feature as a human interest story.
- Contact the media to explore features and interviews.
- Recruit three specialists in low vision to feature as media spokespersons.



3–6 months out	<p>Draft the order of the program for the opening ceremony and invite speakers.</p> <p>Send NEI the schedule of events for THE EYE SITE: A Traveling Exhibit on Low Vision for Shopping Centers.</p> <p>Recruit experts/volunteers to staff the exhibit whenever possible during peak mall hours.</p>
4–6 weeks out	<p>Mail event invitations.</p> <p>Follow up on event plans.</p> <p>Follow up on requests for proclamations.</p> <p>Mail press releases.</p> <p>Mail PSAs to radio and TV stations.</p> <p>Make followup phone calls to VIPs invited to participate in the opening.</p> <p>Schedule a volunteer training session and mail out volunteer information packets.</p>
1–2 weeks out	<p>Make followup phone calls to VIPs invited to participate in the opening.</p> <p>Follow up on requests for proclamations.</p> <p>Prepare media kits for distribution at the opening event.</p> <p>Follow up and schedule media interviews.</p> <p>Make followup phone calls to the media for event coverage.</p> <p>Prepare and distribute the RSVP list for the opening event.</p> <p>Hold the volunteer training session.</p>
1 week after opening	<p>Send thank you letters to</p> <ul style="list-style-type: none">• media• VIPs <p>(Send “sorry you could not attend” notes to the VIPs who declined, including a program of events, a brochure, and news clips.)</p>
During the exhibit	<p>Monitor seminars, field trips, and media visits.</p>
After closing	<p>Send thank you letters to</p> <ul style="list-style-type: none">• sponsors• volunteers• shopping center management



Sample Letter of Invitation to Join Host Committee

Dear [NAME]:

[NAME OF INSTITUTION SENDING LETTER], in cooperation with the National Eye Institute (NEI), part of the National Institutes of Health, U.S. Department of Health and Human Services, hopes to bring **THE EYE SITE—A Traveling Exhibit on Low Vision for Shopping Centers** to the [LOCATION] area. I am writing to invite you to serve on the [NAME] Host Committee that will sponsor the exhibit at shopping malls throughout our community. An initial Host Committee meeting is scheduled for [DATE, TIME] at [LOCATION] to discuss the tour. Please let [NAME, CONTACT INFORMATION] know if you can join us for the meeting.

THE EYE SITE illustrates for the general public, through interactive multimedia kiosks, what it is like to have low vision—the warning signs, the causes, and what can be done about it. The exhibit presents a wonderful opportunity to educate the public, especially seniors, about low vision and how low vision rehabilitation can help people lead independent lives. The exhibit also features free information on local resources and services.

Since the exhibit tour was launched in the spring of 2001, [NUMBER OF SHOPPERS] shoppers have had the opportunity to see the exhibit and learn about low vision. Two identical exhibits are now on tour and have stopped at [NUMBER OF MALLS] malls in [NUMBER OF STATES] states and the District of Columbia. Exhibit visitors and mall marketing directors give **THE EYE SITE** positive reviews. Comments from visitors have included:

“The ‘visual devices’ kiosk was particularly interesting and gives us hope that maybe my husband can return to work. Thank you.”

“Thank you for the wonderful exhibit and the great useful pamphlets about low vision. Great to know that there are resources in our area.”

“Very informative. Very well displayed.”

If you are interested in joining the [NAME] Host Committee, please plan to attend the meeting on [DATE]. We look forward to hearing from you.

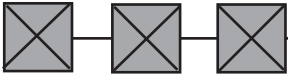
Complete exhibit details are available on the NEI Website at www.nei.nih.gov/nehep/eyesite.

Sincerely,

[SIGNATURE]

[NAME]

[TITLE]



Sample E-mail Blast to Colleagues

Hello [NAME]:

This is a special invitation for you to preview the National Eye Institute's (NEI), part of the National Institutes of Health, U.S. Department of Health and Human Services, new traveling exhibit in [LOCATION] on [DATE] at [TIME]. **THE EYE SITE: A Traveling Exhibit on Low Vision for Shopping Centers** features five kiosks with an interactive multimedia touchscreen program that provides information on the causes of and warning signs for low vision, questions to ask eye care professionals, and a self-assessment.

The interactive program, which is available in English and Spanish, also features a variety of videos and ELVEE, the program's animated guide. Other exhibit kiosks feature a display of devices to help people with low vision, a guide to local resources, and NEI publications about low vision.

This exhibit, and a duplicate, will travel to shopping centers around the country for the next several years. Since the exhibit tour was launched in the spring of 2001, millions of shoppers have had the opportunity to see the exhibit and learn about low vision.

Get a sneak preview of the exhibit on the NEI Website at www.nei.nih.gov/nehep/eyesite.

See you on [DATE].

[NAME]

[TITLE]



Local Panel Guidelines

Low Vision Resources in YOUR STATE

Programs for Children and Adults

Blind Industries and Services of Maryland	410-737-2600
Maryland School for the Blind	410-444-5000
Maryland Society for Sight	410-243-2020

Referrals to Eye Care Professionals

Baltimore City Medical Society	410-625-0022
Maryland Optometric Association	410-727-7800
Maryland Society of Eye Physicians & Surgeons	410-244-7320

Printed Materials/Libraries/Media

Maryland State Library for the Blind and Physically Handicapped	410-230-2424
NewsWork: Blind, Large Print Weekly	800-631-2580
Reading: Braille, Large Type Edition	800-877-5293

Consumer and Advocacy Groups

American Council of the Blind of Maryland	410-529-9475
American Foundation for the Blind www.afb.org	800-232-5463
DCAMD Association for Education and Rehabilitation of the Blind and Visually Impaired (AERI)	410-502-6431
Lighthouse International www.lighthouse.org	800-829-0500
Lions Clubs District 22A	410-252-2333
National Alliance for Eye and Vision Research / Alliance for Eye and Vision Research	240-221-2905
National Association for Parents of Children with Visual Impairments	800-562-6265
National Federation of the Blind of Maryland	410-659-0314

Low Vision and Rehabilitation Services

The Richard E. Hoover Low Vision Rehabilitation	443-849-2658
Services for Low Vision and Blindness	
University Eye Care, University of Maryland	410-328-6533
School of Medicine, Low Vision Services	
The Wilmer Eye Institute at Johns Hopkins	410-955-0580
Low Vision and Visual Rehabilitation Services	

**Maryland State Department of Education
Division of Rehabilitation Services (DORS)**
www.dors.state.md.us

Administrative Office

410-564-9385
888-554-0334

Office for Blindness & Vision Services (OBVS)
obvs@dors.state.md.us

410-564-9277
866-614-4780
TTY: 410-564-9155

OBVS Regional Offices

Annapolis	410-974-7604
Serving Anne Arundel, Calvert, Caroline, Cecil, Charles, Dorchester, Kent, Prince George's, Queen Anne's, St. Mary's, Somerset, Talbot, Wicomico, and Worcester Counties	
Baltimore	410-333-6119
Serving Baltimore City and Baltimore, Howard, and Harford Counties	
Cumberland	301-791-4764
Serving Allegany, Carroll, Frederick, Garrett, Montgomery, and Washington Counties	

Special Thanks to the Baltimore Host Committee

THE EYE SITE—A Traveling Exhibit on Low Vision for Shopping Centers
July 16–November 3, 2005

SPONSORS

University of Maryland Department of Ophthalmology and Visual Sciences, Co-Chair
The Wilmer Eye Institute at Johns Hopkins, Co-Chair
National Alliance for Eye and Vision Research / Alliance for Eye and Vision Research
Spectra, a UnitedLight Group Company
Maryland Department of Education
Maryland Department of Health and Human Services
Division of Rehabilitation Services
Maryland State Library for the Blind and Physically Handicapped

Baltimore City Medical Society
DCAMD Association for Education and Rehabilitation of the Blind and Visually Impaired
Maryland Society for Sight
The Richard E. Hoover Rehabilitation Services for Low Vision and Blindness, Greater Baltimore Medical Center
University of Maryland Medical Center

SUPPORTERS

American Council of the Blind of Maryland
Lions Clubs District 22A
Maryland School for the Blind
Maryland Science Center
National Federation of the Blind

Get your local flyer at the INFO CENTER!

The following guidelines and tips are offered to help the Host Committee prepare a list of low vision resources available in the community.

How To Organize:

The Host Committee should develop a list of local low vision resources and services. These resources will be displayed on one of the exhibit panels and in a take-home flyer. The flyers will be available at the INFO CENTER kiosk along with the National Eye Institute's low vision booklet. In Spanish speaking communities, the panel and flyer should be made available in English and Spanish.

The following categories are suggested for grouping the resources and services. A space should also be reserved to give special thanks to the local Host Committee and sponsors. A sample panel and flyer are provided, as well as a checklist of groups and organizations to consider when developing the local resource and services list.

TYPES OF SERVICES

Low Vision and Rehabilitation Services

Include public and private rehabilitation services. Consider all state agencies, voluntary and civic organizations, medical centers, and private clinics.

Services

List all organizations, including state and local agencies offering transportation services, support groups, etc.

Referrals to Eye Care Professionals

Include sources for referrals to eye care professionals and eye care facilities.

Other Resources

Educational resources and programs might be listed here. Groups and organizations that offer a range of services could be included, such as the Lions Clubs International, Foundation Fighting Blindness, etc.

Special Thanks

All of the Host Committee member institutions and the local sponsors should be listed. The following copy is suggested as the introduction to the list of members.

"Special thanks to [city area or state] Host Committee and Sponsors for hosting THE EYE SITE: A Traveling Exhibit on Low Vision for Shopping Centers in [city, state], [dates]."

See the checklist on the following page for guidance.



What to Include:

You might want to use the following checklist of groups and organizations when developing your list of local resources and services. These groups and organizations should fit into one or more of the five suggested categories.

CHECKLIST OF GROUPS AND ORGANIZATIONS:

☐ **Public / Private**

- eye care professionals
- low vision centers and clinics
- rehabilitation centers and clinics
- support groups
- transportation services

☐ **Professional Societies**

- State Association or Society of Ophthalmologists
- State Association or Society of Optometrists

(will sometimes offer referrals to local eye care professionals)

☐ **State and Regional**

- Departments for the Blind and Visually Impaired
- Departments of Rehabilitation Services
- State Independent Living Programs (Chapter 2)
- Libraries for the Blind and Physically Handicapped
- Technology Assistance Programs
- Area Agencies on Aging
- Transportation services

☐ **Civic and Voluntary Organizations**

- Examples (Lions Clubs International; AARP; The Links, Inc.; Foundation Fighting Blindness; Prevent Blindness America)

☐ **Devices and Products**

- Provide a list of local and national resources for purchasing adaptive devices.

☐ **Special Thanks to the Local Host Committee and Sponsors**

- List all Host Committee member institutions and sponsors.



Local Flyer Guidelines

The following guidelines will assist the Host Committee in creating a flyer that provides shopping center visitors with information about state and local low vision resources and services and the exhibit sponsors. The information provided in the flyer should reflect the information provided on the Local Resource Panel. Please refer to pages 24 and 25 for suggestions on the types of groups and organizations to include. A sample flyer layout is provided below.

The flyer should be designed to fit into the INFO CENTER kiosk literature rack. The final size of the flyer can be no larger than 8-1/2" x 11". Depending on the amount of information to be included in the flyer, the Host Committee might consider one of the following size suggestions:

- 8-1/2" x 11" printed front and back or multiple pages stapled together
- 11" x 17" folded and printed front and back.

THE EYE SITE
A Traveling Exhibit on Low Vision For Shopping Centers

Low Vision and Rehabilitation Services
The Richard E. Hoover Low Vision Rehabilitation Services for Low Vision and Blindness
University Eye Care, University of Maryland
School of Medicine: Low Vision Services
The Wilmer Eye Institute at Johns Hopkins
Low Vision and Visual Rehabilitation Services

Programs for Children and Adults
Blind Industries and Services of Maryland
Maryland School for the Blind
Maryland Society for Sight

Referrals to Eye Care Professionals
Baltimore City Medical Society
Maryland Optometric Association
Maryland Society of Eye Physicians & Surgeons

Printed Materials/Libraries/Media
Maryland State Library for the Blind and Physically Handicapped
Several national and local newspapers, magazines, and books have large print editions. Check with your local library for large print resources and national large print publications available.
New York Times, Large Print Weekly Reader's Digest, Large Type Edition

Low Vision Resources for Maryland
This list provides examples of national and local resources. Inclusion in this list does not imply endorsement by the National Eye Institute.

Maryland State Department of Education, Division of Rehabilitation Services (DORS) www.dors.state.md.us

Administrative Office 410-554-9385
dors@dors.state.md.us 888-554-0334

Office for Blindness & Vision Services (OBVS) 410-554-9277
obvs@dors.state.md.us 866-614-4780
Toll-free: 410-554-9195

OBVS Regional Offices

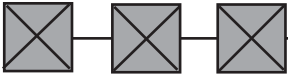
Annapolis 410-974-7604
Serving Anne Arundel, Calvert, Caroline, Cecil, Charles, Dorchester, Kent, Prince George's, Queen Anne's, St. Mary's, Somerset, Talbot, Wicomico, and Worcester Counties

Baltimore 410-333-6119
Serving Baltimore City and Baltimore, Howard, and Harford Counties

Cumberland 301-791-4764
Serving Allegany, Carroll, Frederick, Garrett, Montgomery, and Washington Counties

National Advocacy Groups
National Federation of the Blind of Maryland
National Association for the Blind www.afb.org 410-529-9475
National Association of the Blind and Visually Impaired www.nabvis.org 800-232-5463
National Council of the Blind of Maryland 410-502-6431
National Society for the Blind 800-829-0500
National Vision Research and Vision Research / Parents 410-362-2333
National Impairments 240-221-2905
National Society for the Blind of Maryland 800-562-6265
410-659-9314
For more information, please call 877-569-8474
www.nei.nih.gov

Continued →



Evaluation Materials

INSTRUCTIONS

Host Committee Final Report

At the conclusion of **THE EYE SITE** tour, the National Eye Institute asks the Host Committee to submit a final report to help evaluate the exhibit's effectiveness in increasing general awareness of low vision and in increasing referrals to local clinics/providers in communities where **THE EYE SITE** is displayed.

The elements that will be monitored and analyzed to determine the exhibit's success include tracking media activity and publicity related to the exhibit; evaluating data collected from the interactive touchscreen program; reviewing visitors' input expressed on the comment cards; tracking publication distribution from the INFO CENTER kiosk; and analyzing Visitor Surveys.

Attached is a sample final report form. The National Eye Institute will provide an electronic template of the form to assist you in completing the report. Please keep in mind the following:

- **Media Activity:** Describe all media coverage on **THE EYE SITE** and related activities before, during, and one month after the tour. Media coverage includes articles and photos, ads, mentions on TV or radio programs, interviews, etc. Send copies of all coverage, including news clips and video and audiotapes. Also include copies of all news releases about the exhibit with a list of recipients.
- **Events:** List the number, type of events sponsored by the Host Committee, and approximate number of participants at each mall on the tour.
- **Low Vision Referral Tally:** Host Committees are asked to distribute the low vision referral tally sheets to local low vision clinics and providers 45 days before the opening at the first mall on the tour. A sample low vision tally sheet and cover letter for the Host Committee's use can be found on pages 32–33.

Optional

- **THE EYE SITE Visitor Survey:** The Host Committee may wish to use the sample Visitor Survey on pages 34–35. Host Committees are asked to submit a summary of the surveys by using the summary report form on page 36.



Host Committee Final Report

Thank you for agreeing to assist the National Eye Institute (NEI) in its efforts to evaluate **THE EYE SITE**.

Host Committee: _____

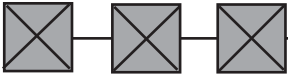
Contact Person: _____

Phone Number and E-Mail Address: _____

I. Media Activity

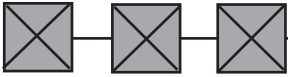
Please list and provide copies of all media coverage on **THE EYE SITE** before, during, and one month after the tour. Media coverage includes articles and photos, paid advertising, mentions on TV or radio programs, and interviews. Also include copies of all news releases about the exhibit with a list of recipients.

Name of Publication and/or Media Outlet	Type of Coverage (news release, article, mention, PSA airing, interview, paid advertising, etc.)	Date(s) Appeared or Aired	Audience (circulation, number of viewers)
Print			
Broadcast			
Online			

**II. Events**

Please indicate the number and type of events sponsored by the Host Committee. Please estimate attendance.

Type of Event	Date(s) Held/Mall Name	Attendance
Opening ceremony/ribbon cutting		
Guided tour of exhibit		
Experts/Q&A session		
Lectures/presentations		
Demonstrations		
Vision/health fairs		
News conference		
Information table		
Other (please specify)		

**III. Low Vision Referral Tally**

Please complete the table below. Based on the referral tally sheets that you have received from local low vision clinics and providers, please indicate the total number of low vision referrals one month before the opening, during the exhibition period, and one month after **THE EYE SITE** leaves your area.

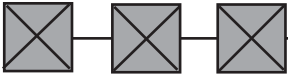
Name of Low Vision Clinic/Provider	1 month prior	During exhibition (dates)	1 month post



Please note specific benefits and outcomes of **THE EYE SITE** tour. Include your comments and suggestions (attach a separate page if necessary).

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Jean Horrigan, Senior Communications Officer
National Eye Institute
31 Center Drive MSC 2510
Bldg. 31, Room 6A32
Bethesda, MD 20892-2510
301-496-5248
FAX 301-402-1065
jh@nei.nih.gov



INSTRUCTIONS

Low Vision Referral Tally Card

Sample Cover Letter

The National Eye Institute (NEI), one of the Federal government's National Institutes of Health (NIH), and the [NAME] Host Committee, are exhibiting **THE EYE SITE—A Traveling Exhibit on Low Vision for Shopping Centers** at

Mall Names

Dates

We would like to determine whether this exhibit is increasing referrals for low vision evaluation and services. Please help us by keeping track of the number of patients with low vision who call for information or visit your office

- One (1) month before the opening of **THE EYE SITE** exhibit.
- During the time **THE EYE SITE** is on display.
- One (1) month after **THE EYE SITE** tour has ended.

Attached you will find a simple tally form. Please ask someone in your office to enter a hash mark each time a patient with low vision is seen in your practice or calls for information.

For more information about the National Eye Institute, visit the NEI Website at www.nei.nih.gov or call 301-496-5248. To learn more about the exhibit, visit **THE EYE SITE** Website at www.nei.nih.gov/nehep/eyesite.

Please return the completed tally card by [DATE] to

Host Committee Chair

Address

City/State/ZIP Code

Phone/Fax

E-mail address



THE EYE SITE exhibit on display at Greenbrier Mall in Chesapeake, Virginia.

The National Eye Institute (NEI) developed **THE EYE SITE** as part of its Low Vision Education Program. The program is designed to help people understand low vision and to provide information that helps those with low vision make the most of their remaining vision.

THE EYE SITE provides information on low vision in English and Spanish and features five kiosks with an interactive multimedia touchscreen program, a display of assistive devices, and a list of local low vision resources. The exhibit is free and open to the public during mall business hours.

**Low Vision Referral Tally Sheet**

Name of Low Vision Clinic/Provider _____

Address _____

City/State/ZIP Code _____

Phone/Fax _____

Contact _____

E-mail Address _____

Low vision referrals 1 month before THE EYE SITE tour	Low vision referrals during THE EYE SITE tour [TOUR DATES]	Low vision referrals 1 month after THE EYE SITE tour

Thank you in advance for your cooperation. Please return the completed Low Vision Referral Tally Sheet to **THE EYE SITE** local Host Committee at the address below by [DATE].

Host Committee Chair

Address

City/State/ZIP Code

Phone/Fax

E-mail address



THE EYE SITE Visitor Survey

We would like to ask for your feedback about your experience at the exhibit. Your thoughts are important to us. **Your feedback is entirely voluntary.** Please complete this survey and return to the exhibit volunteer.

1. Overall, what did you think of **THE EYE SITE** exhibit?
☐ Excellent ☐ Good ☐ Fair ☐ Poor
2. About how much time did you spend at the exhibit?
☐ less than a minute ☐ 1 to 5 minutes
☐ 5 to 10 minutes ☐ 10 to 15 minutes
☐ more than 15 minutes
3. Did you learn any new information from the exhibit?
☐ Yes ☐ No
4. Did you use the English or Spanish version of the exhibit?
☐ English ☐ Spanish ☐ Both English and Spanish
5. As a result of visiting the exhibit what, if anything, do you plan to do? (Check **all** that apply.)
☐ Schedule an eye exam and find out more about low vision
☐ Find out what low vision resources are available
☐ Talk to a friend or relative about the exhibit
☐ I do not plan to do anything
6. Do you or does someone you know have low vision?
☐ Yes ☐ No

If you responded "yes," who has low vision?
☐ I do ☐ a relative ☐ a friend



7. How did you learn about this exhibit?

- ☐ Just walked by
- ☐ Saw signs about the exhibit at the mall
- ☐ Friend and/or relative
- ☐ Newspaper
- ☐ TV/Radio
- ☐ Other: _____

8. Who sponsored this exhibit? (Check all that apply.)

- ☐ The mall
- ☐ National Eye Institute
- ☐ Department of Health and Human Services (DHHS)
- ☐ Community organization
- ☐ National Institutes of Health
- ☐ Don't know

Please tell us a little about yourself...

9. Are you?

- ☐ Male
- ☐ Female

10. Which best describes your ethnic background?

- ☐ American Indian/Alaskan Native
- ☐ Asian
- ☐ Black/African American
- ☐ Hispanic/Latino
- ☐ Pacific Islander or Native Hawaiian
- ☐ White
- ☐ Other _____

11. How old are you?

- ☐ Under 18
- ☐ 18 to 34
- ☐ 35 to 64
- ☐ 65 and older

Thank you!



This exhibit was developed by the National Eye Institute, National Institutes of Health, U.S. Department of Health and Human Services.

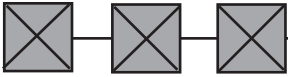


Mall: _____

Date: _____

THE EYE SITE Visitor Survey Summary

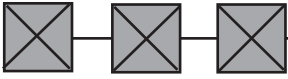
Question	Total Number of Responses
1. Overall, what did you think of THE EYE SITE exhibit?	
• Excellent	
• Good	
• Fair	
• Poor	
2. About how much time did you spend at the exhibit?	
• less than a minute	
• 1 to 5 minutes	
• 5 to 10 minutes	
• 10 to 15 minutes	
• more than 15 minutes	
3. Did you learn any new information from the exhibit?	
• Yes	
• No	
4. Did you use the English or Spanish version of the exhibit?	
• English	
• Spanish	
• Both English and Spanish	
5. As a result of visiting the exhibit what, if anything, do you plan to do?	
• Schedule an eye exam and find out more about low vision	
• Find out what low vision resources are available	
• Talk to a friend or relative about the exhibit	
• I do not plan to do anything	
6. Do you or does someone you know have low vision?	
• Yes	
• No	
If you responded "yes," who has low vision?	
• I do	
• a relative	
• a friend	



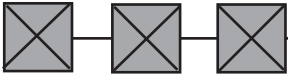
Mall: _____

Date: _____

Question	Total Number of Responses
7. How did you learn about this exhibit?	
• Just walked by	
• Saw signs about the exhibit at the mall	
• Friend and/or relative	
• Newspaper	
• TV/Radio	
• Other	
8. Who sponsored this exhibit?	
• The mall	
• Community organization	
• National Eye Institute	
• National Institutes of Health	
• Federal government	
• Don't know	
Please tell us a little about yourself...	
9. Are you?	
• Male	
• Female	
10. Which best describes your ethnic background?	
• American Indian/Alaskan Native	
• Asian	
• Black/African American	
• Hispanic/Latino	
• Pacific Islander or Native Hawaiian	
• White	
• Other	
11. How old are you?	
• Under 18	
• 18 to 34	
• 35 to 64	
• 65 and older	



Media and Event Materials



Sample Press Release—Version 1

FOR IMMEDIATE RELEASE

Contact

[HOST COMMITTEE REPRESENTATIVE], [ORGANIZATION]
[CONTACT NUMBER]

Jean Horrigan, National Eye Institute
301-496-5248

[CITY AREA OR STATE] Hosts THE EYE SITE: A Traveling Exhibit on Low Vision

Do you have trouble reading books or newspapers, even with your glasses or contact lenses?

Do you have trouble recognizing the faces of friends or relatives?

Does your vision make it difficult to do things at work or at home?

If you or someone you know answers “yes” to any of these questions, low vision may be a problem.

People can do many things to make the most of their remaining vision. **THE EYE SITE: A Traveling Exhibit on Low Vision** will visit the following malls in [CITY AREA OR STATE]:

[DATES] [MALL], [CITY/STATE]

[DATES] [MALL], [CITY/STATE]

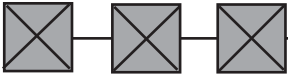
[DATES] [MALL], [CITY/STATE]

[DATES] [MALL], [CITY/STATE]

Low vision is a visual impairment not correctable by regular eyeglasses or contact lenses, medicine, or surgery. It interferes with a person’s ability to perform everyday activities. It can result from a variety of diseases, disorders, and injuries that affect the eye. Many people with low vision have age-related macular degeneration, cataracts, glaucoma, or diabetic retinopathy. Age-related macular degeneration is a leading cause of blindness and low vision.

The exhibit includes five kiosks with an interactive multimedia touchscreen program and panels that describe causes of low vision, warning signs, local resources, and a self-assessment. One of the kiosks features displays of devices to help people with low vision. The interactive program, which is available in English and Spanish, also features a variety of videos and ELVEE, the program’s animated guide. ELVEE is also a costume character who will make special appearances at each mall.

"For millions of Americans, the inability to see well makes doing even routine things difficult and is socially isolating," said Paul A. Sieving, M.D., Ph.D., Director of the National Eye Institute. "They have trouble recognizing the faces of friends, seeing television, reading mail—or even walking around the neighborhood. THE EYE SITE has been developed to provide information and options for people with low vision, their families, and friends."



A local Host Committee is sponsoring the [LOCATION] area tour. The Committee is offering free educational activities and events at each mall.

The Host Committee includes [LIST OF HOST COMMITTEE INSTITUTIONS].

“What can people do about their low vision? What can they do to maintain their quality of life? How can they make the most of their remaining vision? **THE EYE SITE** can help answer these questions,” [LOCAL REPRESENTATIVE] said. “It features low vision materials, provides local experts and volunteers to help answer questions, and lists low vision-related resources where people can turn for assistance.”

“**THE EYE SITE** has a simple message: People can do something about their vision loss. People with low vision, particularly seniors, tend to live with their condition and not seek help. Many older adults feel that low vision is a part of aging they have to accept. People should not resign themselves to the idea that nothing can be done about their low vision,” said [LOCAL REPRESENTATIVE]. “Help exists. Vision rehabilitation services can teach people how to use their remaining vision more effectively. Visual and adaptive devices can help them lead independent lives.”

The exhibit was developed by the National Eye Institute, part of the National Institutes of Health, U.S. Department of Health and Human Services, for its Low Vision Education Program. The exhibit will travel to shopping centers nationwide for the next several years.

Consumers can obtain a free booklet, *What You Should Know About Low Vision* or *¡Ojo con su visión!*, by calling toll-free 1-877-LOW VISION (1-877-569-8474).

To learn more about NEI, visit www.nei.nih.gov. To learn more about low vision, visit www.nei.nih.gov/nehep. For more information on **THE EYE SITE**, visit www.nei.nih.gov/nehep/eyesite.

###

The National Eye Institute (NEI) conducts and supports research that leads to sight-saving treatments and plays a key role in reducing visual impairment and blindness. The NEI is part of the National Institutes of Health (NIH), an agency of the U.S. Department of Health and Human Services.



Sample Press Release—Version 2

FOR IMMEDIATE RELEASE

Contact

[HOST COMMITTEE REPRESENTATIVE], [ORGANIZATION]
[CONTACT NUMBER]

Jean Horrigan, National Eye Institute
301-496-5248

THE EYE SITE exhibit at [NAME OF MALL] [START DATE]–[END DATE]

[CITY], [STATE], [RELEASE DATE], [YEAR] – **THE EYE SITE**—the National Eye Institute’s traveling exhibit on low vision—will open its [STATE] tour in [CITY] on [START DATE] at [NAME OF MALL]. **THE EYE SITE**, which provides information on low vision in English and Spanish, features five kiosks with an interactive multimedia touchscreen program, a display of assistive devices, and a list of local low vision resources. The exhibit, which will be located in [LOCATION IN MALL], is free and open to the public during all mall business hours.

The National Eye Institute (NEI), part the National Institutes of Health, U.S. Department of Health and Human Services, developed **THE EYE SITE** for its Low Vision Education Program. The program is designed to help people understand what low vision is (vision problems that interfere with the ability to perform everyday activities) and explain what steps they can take to stay independent despite vision loss. Millions of Americans have low vision.

To learn more about NEI, visit www.nei.nih.gov. To learn more about low vision, visit www.nei.nih.gov/nehep. For more information on **THE EYE SITE**, visit www.nei.nih.gov/nehep/eyesite.

###

The National Eye Institute (NEI) conducts and supports research that leads to sight-saving treatments and plays a key role in reducing visual impairment and blindness. The NEI is part of the National Institutes of Health (NIH), an agency of the U.S. Department of Health and Human Services.



Sample Media Alert

FOR IMMEDIATE RELEASE

Contact

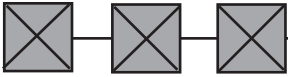
[HOST COMMITTEE REPRESENTATIVE], [ORGANIZATION]
[CONTACT NUMBER]

Jean Horrigan, National Eye Institute
301-496-5248

MEDIA ALERT

[RELEASE DATE]

- WHAT:** **THE EYE SITE: A Traveling Exhibit on Low Vision for Shopping Centers** will open at [NAME OF MALL] in [CITY], [STATE] on [DATE] at [TIME]. **THE EYE SITE** was developed by the National Eye Institute (NEI), part of the National Institutes of Health, U.S. Department of Health and Human Services. The exhibit provides information on low vision in English and Spanish and features five kiosks with an interactive multimedia touchscreen program, a display of assistive devices, and a list of local low vision resources.
- WHY:** Low vision affects millions of Americans. Defined as a visual impairment not correctable by regular eyeglasses, contact lenses, medicine, or surgery, low vision interferes with a person's ability to perform everyday activities. It can be caused by a variety of diseases, disorders, or injuries. Many people with low vision have age-related macular degeneration, cataracts, glaucoma, or diabetic retinopathy. The exhibit provides a wealth of information about low vision and will help people determine if they or someone they know may have low vision.
- WHERE:** [IN-MALL LOCATION], [NAME OF MALL], [ADDRESS], [CITY]. For directions, call [MALL TELEPHONE NUMBER].
- WHEN:** The exhibit will be on display at [NAME OF MALL] from [START DATE] to [END DATE] and is free and open to the public during regular mall hours.
- PHOTO OP:** ELVEE, a costume character and the colorful animated host of the touchscreen program, will be at the mall on [DATE] from [TIMES]. The colorful exhibit features kiosks with an interactive touchscreen program and aids and devices that help people with low vision.
- HOW:** For details and to schedule interviews, contact [HOST COMMITTEE REPRESENTATIVE, CONTACT NUMBER]. For more information on **THE EYE SITE**, visit www.nei.nih.gov/nehep/eyesite. To learn more about NEI, visit www.nei.nih.gov. To learn more about low vision, visit www.nei.nih.gov/nehep.



Radio Public Service Announcement (PSA) Scripts

FOR IMMEDIATE RELEASE

Contact

[HOST COMMITTEE REPRESENTATIVE], [ORGANIZATION]
[CONTACT NUMBER]

Jean Horrigan, National Eye Institute
301-496-5248

Radio PSA Scripts **for [START DATE]–[END DATE], [YEAR]**

:30 Live Read PSA

Do you or does someone you know have low vision? That is, a sight problem that interferes with a person's ability to perform everyday activities. People with low vision have eye problems like age-related macular degeneration, cataracts, glaucoma, or diabetic eye disease.

To find out more about low vision and what can be done to help, visit **THE EYE SITE**, an exhibit from the U.S. Department of Health and Human Services, now at [NAME OF MALL] in [CITY] from [START DATE] to [END DATE].

:15 Live Read PSA

If you or someone you know has trouble seeing, come to **THE EYE SITE**, an exhibit about low vision from the U.S. Department of Health and Human Services, at [NAME OF MALL] in [CITY] through [END DATE].



Radio Public Service Announcement (PSA) Scripts (Spanish version)

FOR IMMEDIATE RELEASE

Contact

[HOST COMMITTEE REPRESENTATIVE], [ORGANIZATION]
[CONTACT NUMBER]

Jean Horrigan, National Eye Institute
301-496-5248

Guiones radiales de anuncios de servicio público (ASP) para el período del [START DATE] al [END DATE] [YEAR]

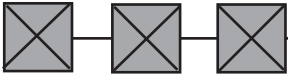
ASP en vivo de 30 segundos

¿Sabe si usted o alguien que conoce tiene baja visión? Para las personas con baja visión, hacer las cosas de todos los días es difícil. Tienen trastornos de la vista como la degeneración macular relacionada con la edad, cataratas, glaucoma, o la enfermedad diabética del ojo.

Para aprender más sobre la baja visión, visite **EL RINCÓN DEL OJO**, una exhibición del Departamento de Salud y Servicios Humanos de los Estados Unidos, en el centro comercial [MALL NAME] desde hoy hasta el [END DATE].

ASP en vivo de 30 segundos

Si usted o alguien que conoce tiene problemas de la vista, visite **EL RINCÓN DEL OJO**, una exhibición sobre baja visión presentada por el Departamento de Salud y Servicios Humanos de los Estados Unidos en el centro comercial [MALL NAME] desde hoy hasta el [END DATE].



Sample Photo Release Form



DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

National Institutes of Health
National Eye Institute
Bethesda, Maryland 20892

RELEASE

Video and photography Authorization to reproduce physical likeness National Eye Institute, NIH, DHHS

I hereby grant to the National Eye Institute, NIH, DHHS and its contractors the right to photograph me and to use my picture and any other reproduction of my physical likeness in print media, on collateral materials, and on any other communication-related devices.

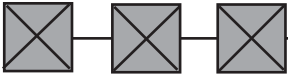
I also grant permission to retouch or manipulate through artwork my likeness in any form whatsoever.

I hereby certify and represent that I have read the foregoing and fully understand the meaning and effect thereof.

NAME: _____ DATE: _____

Witness: _____

Office of Communication, Health Education, and Public Liaison
31 Center Drive MSC 2510, Building 31, Room 6A32
Bethesda, MD 20892-2510
Phone: (301) 496-5248 Fax: (301) 402-1065
Website: www.nei.nih.gov



Media Event Suggestions

Introduction

Sponsoring special events will help attract the media and visitors to **THE EYE SITE: A Traveling Exhibit on Low Vision** at each shopping center. The following event suggestions are designed to attract the target audiences for low vision.

Public

Opening Ceremony/Ribbon Cutting

Plan an opening ceremony/ribbon cutting to announce the exhibit to the community, specifically the media, general public, and your special constituents. Invite Host Committee organizations and their constituents, local and state VIPs, senior citizen center members, and the media. This is also an opportunity to feature a person with low vision who has benefited from the services offered in your community. (See sample opening ceremony ideas on pages 48–50.)

Exhibit Tours and Talk with the Specialists

Give tours of the exhibit and invite specialists in low vision, eye care professionals, rehabilitation specialists, and mobility specialists to meet with visitors and answer their questions. Best time to schedule: Saturdays at noon with an appearance by ELVEE.

Demonstration of Low Vision Devices

Invite specialists to give demonstrations on how to use adaptive devices.



Meet the Representatives

Invite representatives from local government agencies and private organizations to present their groups' missions and describe the services they can offer people who have low vision.

Visual Acuity Screenings

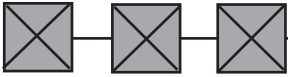
Invite eye care professionals to offer free visual acuity screenings at the exhibit. See Appendix C for guidelines.

Support Groups

Invite support groups to come to the exhibit to share stories with the public on how they learned to make the most of their remaining vision.

Mall Walkers Breakfast

Host a "mall walkers" breakfast with a specialist in low vision or eye care professional. Mall walkers are primarily senior citizens.



Volunteers

Host a 30-minute volunteer training session before the opening of the exhibit, using the volunteer tip sheet on pages 51–52. Give volunteers a tour of the exhibit and review state and local low vision resources and services. Also, provide logistical information about mall facilities.

Shopping Center Merchants

Host a continental breakfast and tour of the exhibit for shopping center merchants before the exhibit opens. Provide each merchant with an exhibit highlight sheet with dates of the exhibit and its location in the mall.

Vision Professionals

Professional Development

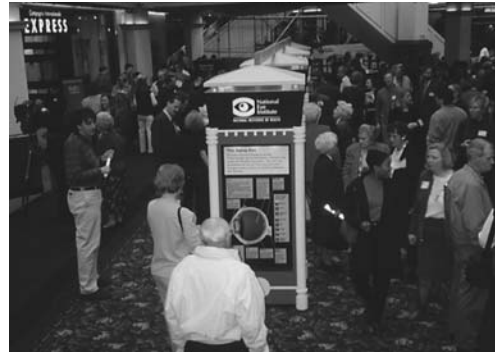
Offer continuing education courses for vision professionals one to two weeks before the exhibit opens.

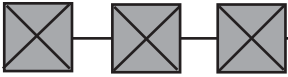
State Professional Meetings

Offer to provide a speaker on low vision for the monthly meeting of the state professional organizations. Schedule one month before the exhibit opens.

Preview Reception

Host a preview reception and tour of the exhibit before the opening ceremony.





Opening Ceremony Program of Events

(suggested length: 15 minutes)

Opening Ceremony for the
National Eye Institute's
**THE EYE SITE:
A Traveling Exhibit on Low Vision for Shopping Centers**

at the

[INSERT SHOPPING CENTER NAME]

[INSERT DATE AND TIME]

[INSERT CITY, STATE]

Welcome

Host Committee Chair

Greetings

Shopping Center Management

Representative from the City and/or State
(Read a Proclamation from the City/State)

Introduction

Honorary Chair, or
Local Celebrity, or
Business Leader, or
Governor, or
Honored Guest(s)

Greetings

Patient with Low Vision

Remarks

NEI Representative

Ribbon Cutting

Closing Remarks

Host Committee Chair/Spokesperson



Opening Ceremony Invitation List

Host Committee

- Committee members
- Member institutions/organizations/agencies
- Administration/Staff
- Donors
- Faculty
- Administration
- Chapter representatives
- Special friends

Organizations/Agencies

- NEI grantee institutions (NEI will provide a list)
- Organizations in the NEI's National Eye Health Education Program
- Vision-related volunteer organizations
- Civic and voluntary organizations
- State and local agencies (State Departments of Public Health and Rehabilitation)

Vision Professionals

- State societies of ophthalmology and optometry
- Vision rehabilitation professional organizations

Shopping Center

- Management
- Merchants
- Special friends

Sponsors

- Local sponsors

VIPs

- State and local health officials
- State representatives and senators
- City Council president and representatives
- Mayor
- Governor
- Members of the U.S. House of Representatives and the Senate, and designated staff members

Other Groups/Organizations/Target Audiences

- Senior citizen groups and vision-related support groups
- Advocacy groups (general medical, eye care, etc.)



Opening Ceremony Invitation Letter

Dear [_____],

On behalf of the [CITY/REGION] Host Committee for the National Eye Institute's (NEI) **THE EYE SITE: A Traveling Exhibit on Low Vision for Shopping Centers**, I invite you to [describe the role the official/guest will play at the events, e.g., read a proclamation, give greetings from the city, state, etc.] at the exhibit's opening ceremony at the [NAME OF SHOPPING CENTER] in [CITY] on [DATE] at [TIME]. You will be joined by [NAME OF OTHER DIGNITARIES], several other [COUNTY/CITY] leaders, local residents, and the media.

Your participation will focus attention on visual impairments that affect millions of Americans. Low vision is broadly defined as visual impairment not correctable by standard eyeglasses, contact lenses, medicine, or surgery. It interferes with a person's ability to perform everyday activities. People with low vision may have trouble recognizing the faces of family and friends, seeing the television, checking price tags, reading the mail, and walking around the neighborhood. These consequences often lead people with low vision to become confused, anxious, and depressed. People age 65 and older, as well as Hispanics and African Americans over age 45, are at higher risk for low vision.

The NEI, part of the Federal government's National Institutes of Health, U.S. Department of Health and Human Services, has initiated a nationwide public education program to educate people about low vision and how vision rehabilitation can help people use their remaining vision to stay independent. This exhibit is part of the program.

The exhibit features five 4-sided kiosks containing an interactive multimedia touchscreen program, panels that highlight information about low vision and state and local resources, and a display of devices to help people with low vision. Also, free information brochures and flyers on local resources and services are available for visitors to take home. **THE EYE SITE** provides information that will help people take their first step toward meeting the challenges presented by low vision.

Your participation in this important event will demonstrate your commitment to helping people with low vision, their families, and friends. We would be honored and delighted for you to participate in the event.

We look forward to having you join us on [DATE]. We will contact your office to confirm your participation.

Sincerely,

[Signature]

[Title]



TIPS for VOLUNTEERS

STEP 1

Take a tour of the exhibit.

STEP 2

Read the information in the INFO CENTER:

National Eye Institute booklets:
What You Should Know About Low Vision and
¡Ojo con su visión!

National Eye Institute brochure:
Talking With Your Doctor

Local Flyer: A list of local resources



Local Flyer sample

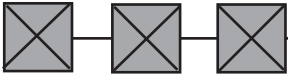
STEP 3

Review frequently asked questions:

- Q. Do I have low vision?
A. Refer visitors to their eye care professional. Do **NOT** attempt to diagnose eye conditions.
- Q. I'm having trouble seeing. What should I do?
A. Refer visitors to their eye care professional. Do **NOT** offer treatment recommendations.
- Q. Whom do I see about my vision problem?
A. Tell visitors to see their eye care professional. Refer them to the Local Flyer, which lists state and local low vision services. Do **NOT** make referrals to specific eye care professionals.
- Q. What resources are available in my area?
A. Refer visitors to the Local Flyer, which lists state and local low vision services.
- Q. Where can I purchase devices that will help me with daily activities?
A. Tell visitors to consult with their eye care professional or specialist in low vision to learn about which devices would be best for them.
- Q. Does Medicare or Medicaid cover low vision examinations and vision rehabilitation?
A. Tell visitors that Medicare and Medicaid laws vary from state to state and that they should contact their local rehabilitation agency.



National Eye Institute booklets and brochure



STEP 4

Refer visitors to the the INFO CENTER for

- A list of local resources in the Local Flyer.
- National Eye Institute booklets:
What You Should Know About Low Vision and *¡Ojo con su visión!*
- National Eye Institute brochure:
Talking With Your Doctor

STEP 5

Refer visitors to the NEI booklets for

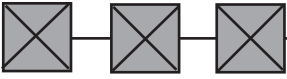
- A list of questions to ask an eye care professional and specialist in low vision.
- Information on national resources.
- Information on contacting the NEI Information Office by mail, phone, e-mail, or on the NEI Website. All numbers are listed in the front of the booklet.

STEP 6

Encourage exhibit visitors to complete a comment card.



This exhibit was developed by the National Eye Institute, National Institutes of Health, U.S. Department of Health and Human Services.



Appendixes



The National Eye Health Education Program

The National Eye Institute conducts large-scale public and professional education programs through its National Eye Health Education Program (NEHEP) in partnership with the following national organizations. This list of organizations is continually being updated. Please check www.nei.nih.gov/nehep/members.asp for the most current information.

Administration on Aging, Department of Health and Human Services	Lighthouse International
AMD Alliance International	The Links, Inc.
American Academy of Ophthalmology	Lions Clubs International
American Academy of Optometry	Lions Clubs International Foundation
American Academy of Physician Assistants	Macular Degeneration Partnership
American Association of Diabetes Educators	Maryland Society for Sight
American Association of Retired Persons	The National Alliance for Hispanic Health
American College of Occupational and Environmental Medicine	National Association for Parents of Children with Visual Impairments, Inc.
American Diabetes Association	National Association for Visually Handicapped
American Foundation for the Blind	National Association of Area Agencies on Aging
American Medical Association	National Association of Hispanic Nurses
American Optometric Association	National Association of Vision Professionals
American Pharmaceutical Association	National Black Nurses Association
American Society of Health-System Pharmacists	The National Caucus and Center on Black Aged, Inc.
American Society of Ophthalmic Registered Nurses	National Community Pharmacists Association
Association for Education and Rehabilitation of the Blind and Visually Impaired	National Council of La Raza
Association of Schools and Colleges of Optometry	National Council of Urban Indian Health
Association of State and Territorial Directors of Health Promotion and Public Health Education	National Council on Patient Information and Education
Association of University Professors of Ophthalmology	National Council on the Aging, Inc.
Centers for Disease Control and Prevention, U.S. Department of Health and Human Services	National Diabetes Education Program, National Institutes of Health/Centers for Disease Control and Prevention
Chi Eta Phi Sorority, Inc.	National Hispanic Medical Association
Council of Citizens with Low Vision International	National Institute of Diabetes and Digestive and Kidney Diseases, National Institutes of Health
Delta Gamma Foundation	National Institute on Aging, National Institutes of Health
Department of Veterans Affairs, Veterans Health Administration	National Medical Association
EyeCare America	National Optometric Association
The Glaucoma Foundation	Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services
Glaucoma Research Foundation	Office of Minority Health, U.S. Department of Health and Human Services
Helen Keller Worldwide	Prevent Blindness America
Illinois Society for the Prevention of Blindness	Prevention of Blindness Society of the Metropolitan Area
InFOCUS	Rehabilitation Services Administration, U.S. Department of Education
Indian Health Service, Department of Health and Human Services	Research to Prevent Blindness
Joint Commission on Allied Health Personnel in Ophthalmology	Vision Council of America
Juvenile Diabetes Foundation International	



VISION Public Information Network

The National Eye Institute (NEI) created the VISION Public Information Network for the purpose of communicating vision research results to the public through its grantee institutions. Public Information Officers from NEI grantee institutions work with the NEI to develop ongoing programs to educate the public about the benefits of vision research. The Network's primary mission is to work with the NEI in disseminating research results to the national and local media. The Network meets annually, shares information, pools resources, and collaborates on community outreach programs. The Network also works to inform the public of the mission of the National Institutes of Health (NIH) to improve the health of America through medical research. The NEI is part of the NIH, U.S. Department of Health and Human Services (DHHS). The following list of member institutions is continually being updated. Please check www.visionnetwork.nei.nih.gov for the most current information.

Member Institutions

Bascom Palmer Eye Institute, University of Miami School of Medicine

Baylor College of Medicine, Texas Medical Center

Callahan Eye Foundation Hospital, Birmingham

Case Western Reserve University School of Medicine, Cleveland

Casey Eye Institute, Oregon Health & Science University, Portland

The Children's Hospital of Philadelphia

Children's Hospital of Pittsburgh

Children's Medical Center of Dallas

Cleveland Clinic Foundation

Cole Eye Institute, The Cleveland Clinic Foundation

Columbia University

Columbus Children's Hospital

Dean A. McGee Eye Institute, University of Oklahoma College of Medicine, Oklahoma City

Devers Eye Institute, Portland

Doheny Eye Institute, University of Southern California, Los Angeles

Duke University Eye Center, Durham

Emory Eye Center, Atlanta

The Eye Research Foundation of Jacksonville

The EyeSight Foundation of Alabama

Henry Ford Health System, Detroit

Howard University Hospital, Washington, DC

Illinois College of Optometry, Chicago

Indiana University Department of Ophthalmology

Indiana University School of Medicine

Indiana University School of Optometry, Bloomington

InterAmerican University of Puerto Rico School of Optometry, San Juan

Ivey Eye Institute, London, Ontario

Johns Hopkins Children's Center, Baltimore

Johns Hopkins Medicine, Baltimore

Jones Eye Institute, University of Arkansas for Medical Sciences, Little Rock

Jules Stein Eye Institute, University of California, Los Angeles

Kentucky Lions Eye Center, University of Louisville School of Medicine

Kresge Eye Institute, The Detroit Medical Center

LSU Eye Center, New Orleans

Lucile Packard Children's Hospital, Palo Alto

Massachusetts Eye and Ear Infirmary

Mayo Clinic

Medical College of Georgia School of Medicine, Augusta

Medical College of Wisconsin Eye Institute, Milwaukee

Medical University of South Carolina

Montefiore Medical Center, Albert Einstein School of Medicine, New York City

Moran Eye Center, University of Utah, Salt Lake City

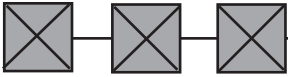
Mount Sinai Medical Center, New York City

National Eye Institute, National Institutes of Health, Bethesda, MD

The New England College of Optometry, Boston

New Jersey Medical School, Newark

New York Eye and Ear Infirmary, New York City



Northeastern State University College of Optometry,
Tahlequah, OK

Nova Southeastern University College of Optometry, Ft.
Lauderdale

The Ohio State University College of Optometry,
Columbus

The Ohio State University Medical Center, Columbus

Pacific University College of Optometry, Forest Grove, OR

Pennsylvania College of Optometry, Philadelphia

Retina Foundation of the Southwest, Dallas

Robert C. Byrd Health Sciences Center, Morgantown

Rocky Mountain Lions Eye Institute, University of
Colorado Health Sciences Center

Saint Louis University School of Medicine

Scheie Eye Institute, University of Pennsylvania,
Philadelphia

The Schepens Eye Research Institute, Boston

The Scripps Research Institute, La Jolla, CA

Shiley Eye Center, University of California, San Diego

The Smith-Kettlewell Eye Research Institute, San
Francisco

Southern California College of Optometry, Fullerton

Southern College of Optometry, Memphis

Stanford University School of Medicine, Stanford

State University of New York College of Optometry, New
York City

Storm Eye Institute, Medical University of South Carolina,
Charleston

Texas Tech University Health Sciences Center, Lubbock

UCLA Health Sciences, Los Angeles

University of Alabama at Birmingham

University of Alabama at Birmingham School of Optometry

University of California, Berkeley, School of Optometry

University of California, Davis, Health System,
Department of Ophthalmology

University of California, Irvine

University of California, San Francisco

University of Houston College of Optometry

University of Illinois at Chicago College of Medicine

University of Iowa Hospitals and Clinics

University of Maryland School of Medicine

University of Minnesota

University of Missouri, St. Louis, College of Optometry

University of Louisville, Louisville, TN

University of Pennsylvania Health System

University of Pittsburgh Medical Center

University of Rochester Medical Center

University of Rochester School of Medicine, Rochester,
NY

University of South Florida Eye Institute, Tampa

University of Tennessee Health Science Center

University of Texas Southwestern Medical Center, Dallas

University of Utah Health Sciences Center, Salt Lake City

University of Virginia Health Sciences Center,
Charlottesville

University of Washington School of Medicine, Seattle

University of Wisconsin Medical School, Madison

Vanderbilt University Medical Center

W.K. Kellogg Eye Center, University of Michigan, Ann
Arbor

Wake Forest University Baptist Medical Center

Washington University School of Medicine, St. Louis

West Virginia University, Morgantown

Westchester Medical Center, Valhalla, NY

Western Michigan University

William Beaumont Eye Institute, Royal Oak, MI

Wills Eye Hospital, Philadelphia

The Wilmer Eye Institute at Johns Hopkins, Baltimore

Yale University School of Medicine, New Haven

Affiliated Members

American Academy of Ophthalmology

American Academy of Optometry

American Optometric Association

The Association for Research in Vision and
Ophthalmology

Association of Schools and Colleges of Optometry

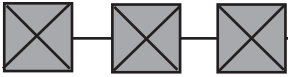
The Foundation Fighting Blindness

National Alliance for Eye and Vision Research

National Board of Examiners in Optometry

Prevent Blindness America

Research to Prevent Blindness



National Eye Institute Statement on Vision Screening in Adults

Vision screening programs can be useful in identifying individuals who need appropriate follow-up by an eye care professional for diagnosis and management of their eye problems. They can also provide an important opportunity to educate the public about eye health.

The simplest and most practical screening program should include measurement of visual acuity in each eye separately. People who are found to have visual acuity of 20/40 (6/12) or less, using their present corrective lenses, if any, should be referred to an eye care professional for further evaluation. Also, people with seemingly normal vision should also be referred to an eye care professional, if they fit into any of the following categories:

- People with diabetes who have not had an eye examination through dilated pupils in the past year;
- African American over age 40 who have not had an eye examination through dilated pupils in the past two years;
- Anyone over age 60 who has not had an eye examination through dilated pupils in the past two years.

One-on-one health education can increase the value of vision screenings. Staff should provide verbal and written information about eye diseases, such as glaucoma, diabetic retinopathy, macular degeneration, and cataracts to screening participants. Staff should make appropriate referrals and stress the importance of early detection and timely treatment.



Selected Resources for People With Low Vision

The selected resources included in this list may help individuals with visual impairments make the most of remaining sight. This list provides examples of available resources, and we welcome suggestions for additions. These resources may also be able to refer you to services in your area. Inclusion in this list does not imply endorsement by the National Eye Institute or the National Institutes of Health.

General Information

American Academy of Ophthalmology

P.O. Box 7424
San Francisco, CA 94120-7424
(415) 561-8500
<http://www.aao.org>

- Represents board-certified ophthalmologists in the United States. Offers public information materials and clinical education programs in a variety of formats. Offers a Find a Doctor service on their Website to help people locate local board-certified ophthalmologists.

American Association of the Deaf-Blind (AADB)

8630 Fenton Street, Suite 121
Silver Spring, MD 20910-4500
(301) 495-4403
(301) 495-4402—TTY
<http://www.aadb.org/>

- Encourages independent living for individuals who are deaf-blind. Provides technical assistance to persons who are deaf-blind, families, educators, and service providers.

American Council of the Blind

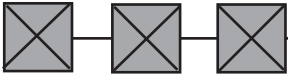
1155 15th Street, NW, Suite 1004
Washington, DC 20005
1-800-424-8666
(202) 467-5081
<http://www.acb.org>

- Serves as a national clearinghouse on blindness issues for individuals, organizations, and institutions. Provides an information and referral service on Federal legislation, administrative action, and rule making on national and state levels. Offers group insurance plans, coordinates class action litigation, and educates the public about blindness and the abilities of visually impaired people. Publishes *The Braille Forum*, a free monthly national magazine.

American Foundation for the Blind

11 Penn Plaza, Suite 300
New York, NY 10001
1-800-232-5463
(212) 502-7600
<http://www.afb.org>

- Serves as a one-stop information and referral resource for people who are blind or visually impaired, the people who work with them, and the general public. Conducts a wide variety of programs to support independent living, literacy, employment, and access to technology. Publishes professional materials for blindness and low vision and Talking Books. Offers consultation services to eye care, rehabilitation, and education professionals. Provides referrals to low vision centers. Advocates for legislative change.



American Health Assistance Foundation

22512 Gateway Center Drive
Clarksburg, MD 20871
1-800-437-2423
(301) 948-3244
<http://www.ahaf.org>

- Funds research on glaucoma and macular degeneration around the world. Educates the public about the dangers of these diseases and provides important information and resources to patients, caregivers, and loved ones on ways to cope with age-related diseases. Publishes a low vision resource list, the *Macular Degeneration Research News*, the National Glaucoma Research Report, and other patient-education materials on glaucoma and macular degeneration.

American Optometric Association

243 N. Lindbergh Boulevard
St. Louis, MO 63141
1-800-365-2219
(314) 991-4100
<http://www.aoanet.org>

- Represents optometrists in the United States. Provides brochures on eye problems for the lay public and professional materials on eye care delivery. Offers a Find a Doctor service on their Website to help people locate optometrists.

Associated Services for the Blind & Visually Impaired

919 Walnut Street, 2nd Floor
Philadelphia, PA 19107
(215) 627-0600
<http://www.asb.org>

- Offers personal adjustment to blindness training and orientation and mobility training. Provides materials in Braille. Offers computer training using adaptive devices.

Association for Education and Rehabilitation of the Blind and Visually Impaired

1703 N. Beauregard Street, Suite 440
Alexandria, VA 22311
(703) 671-4500
1-877-492-2708
<http://www.aerbvi.org>

- Includes educators, rehabilitators, administrators, parents, and houseparents of blind children; agencies, schools, and others interested in the education, guidance, vocational rehabilitation, or occupational placement of the blind and partially sighted. Cooperates with colleges and universities in conferences and workshops. Presents awards, conducts certification programs, and maintains job exchange services. Works with state, provincial, and national governments on legislation affecting services to blind and visually impaired individuals.

Association for Retinopathy of Prematurity and Related Diseases (ROPARD)

P.O. Box 250425
Franklin, MI 48025
1-800-788-2020
<http://www.ropard.org>

- Dedicated to eliminating the problems of low vision and blindness in children caused by premature birth and retinal disease, by funding clinical research to understand, treat, and prevent retinopathy of prematurity (ROP) and related retinal diseases. Funds innovative work on the development of new low vision devices, teaching techniques and services for children who are visually impaired and their families.

Council of Citizens with Low Vision International

1155 15th Street NW, Suite 1004
Washington, DC 20005
1-800-733-2258
<http://www.cclvi.org>

- Serves as an advocacy group for the visually impaired. Provides information on low vision technology. Offers scholarship. Publishes the CCLV News.



DB-LINK: National Information Clearinghouse on Children Who are Deaf-Blind

345 N. Monmouth Avenue
Monmouth, OR 97361
1-800-438-9376
1-800-854-7013—TTY
<http://www.tr.wou.edu/dblink/>

- Offers information that assists education, medical, and service personnel in providing comprehensive services to infants, toddlers, children, and youth who are deaf-blind in the U.S.

Guide Dogs for the Blind

P.O. Box 151200
San Rafael, CA 94915-1200
1-800-295-4050
<http://www.guidedogs.com>

- Guide Dogs for the Blind is a nonprofit, charitable organization with a mission to provide Guide Dogs and training in their use to visually impaired people throughout the United States and Canada. Services are free.

(The) Hadley School for the Blind

700 Elm Street
Winnetka, IL 60093
1-800-323-4238
(847) 446-8111
<http://www.hadley-school.org>

- Promotes independence in blind and visually impaired people through education. Serves students in all 50 states and 90 countries. Program areas include Adult Continuing Education, High School, Family Education, and Professional Education. Course materials are delivered in Braille, large-print, audiocassette, and online formats. Offers all courses free of charge.

Helen Keller National Center for Deaf-Blind Youths & Adults (HKNC)

141 Middle Neck Road
Sands Point, NY 11050
(516) 944-8900
<http://www.hknc.org/>

- Offers intensive and comprehensive rehabilitation training to individuals who are deaf-blind. Provides evaluation and training in communication skills, adaptive technology, orientation and mobility, independent living, work experience, and other support services.

Independent Living Services for Older Individuals Who Are Blind

U.S. Department of Education,
Rehabilitation Services Administration
400 Maryland Avenue, SW, Room 3326, MES
Washington, DC 20202-2741
(202) 245-7488
<http://www.ed.gov/programs/rsailob/index.html>

- Provides training in skills of routine daily living, travel, communication, provision of adaptive devices, low vision services, family and peer counseling, and community integration such as outreach and information and referral. Funded through Title VII, Chapter 2 of the Rehabilitation Act. Programs are available in every state and accessible through each state agency for the blind.

Lighthouse International

111 E. 59th Street
New York, NY 10022
1-800-829-0500
(212) 821-9200
(212) 821-9713 (TDD)
info@lighthouse.org | <http://www.lighthouse.org>

- Serves as a national clearinghouse for information on vision impairment across the life span including specific services for children and seniors. Offers a comprehensive selection of educational products, large print materials, talking products, and related specialty items for people with visual impairments. Offers reading and library services, employment and recreation resources, and technology centers.



Low Vision Gateway

<http://www.lowvision.org>

- Provides information and resources for people with low vision and their families. Contains links to information on low vision specialists, low vision aids, organizations that provide support and assistance, and resources for parents and teachers. Sponsored by The Internet Low Vision Society and the Low Vision Centers of Indiana.

National Association for Parents of Children with Visual Impairments

P.O. Box 317

Watertown, MA 02471

1-800-562-6265

(617) 972-7441

<http://www.spedex.com/napvi/>

- Offers emotional support for parents of blind or visually impaired children. Provides information, training, and assistance, and help in understanding and using available resources. Publishes *Awareness*, a quarterly newsletter.

National Association for Visually Handicapped

22 W. 21st Street, 6th Floor

New York, NY 10010

(212) 889-3141

(212) 255-2804

<http://www.navh.org>

- Serves as a clearinghouse for information about all services available to the partially sighted from public and private sources. Conducts self-help groups. Provides information on large print books, textbooks, and educational tools.

National Family Association for Deaf-Blind (NFA DB)

141 Middle Neck Road

Sands Point, NY 11050

1-800-255-0411

<http://www.nfadb.org/>

- Serves as the largest national network of families focusing on issues surrounding deaf blindness.

National Federation of the Blind

1800 Johnson Street

Baltimore, MD 21230

(410) 659-9314

<http://www.nfb.org>

- Provides a wide variety of services to visually impaired people. Works with agencies and the blind people they serve to provide a cost-effective pathway to jobs with good earnings and benefits. Publishes the *Braille Monitor* and *Future Reflections*. Distributes a catalog of publications available in large print, Braille, or audiocassette, and a catalog of aids and appliances.

Resources for Rehabilitation

22 Bonad Road

Winchester, MA 01890

(781) 368-9094

info@rfr.org

<http://www.rfr.org>

- Offers training programs for public and professionals on coping with low vision. Publishes books and materials related to low vision including *Living with Low Vision: A Resource Guide for People with Sight Loss*.

VISIONS/Services for the Blind and Visually Impaired

500 Greenwich Street, 3rd Floor

New York, NY 10013-1354

1-888-245-8333

(212) 625-1616

<http://www.visionsvcb.org>

- Offers free services to adults over age 55 and teens with severe vision problems. Services include self-help study kits, counseling, vision rehabilitations training, consumer workshops, and an information center. Provides volunteer and overnight camp services for blind and visually impaired adults and elders and parents of blind children.



Print and Audio Materials

American Printing House for the Blind

1839 Frankfort Avenue
P.O. Box 6085
Louisville, KY 40206-0085
1-800-223-1839
(502) 895-2405
<http://www.aph.org>

- Promotes the independence of blind and visually impaired persons by providing specialized materials, products, and services needed for education and life. Products include Braille and large-print textbooks, Braille teaching tools, and talking books. Provides free subscriptions to *Reader's Digest* and *Newsweek* on disposable audiocassettes. Provides *Reader's Digest* in Braille.

Braille Circulating Library, Inc.

2700 Stuart Avenue
Richmond, VA 23220
(804) 359-3743
(804) 359-3771

- Loans Braille materials, talking books, audiocassettes, and large print Christian materials.

Choice Magazine Listening

85 Channel Drive
Port Washington, NY 11050
1-888-724-6423
(516) 883-8280
<http://www.choicemagazinelistening.org>

- Offers selected articles from popular print magazines on special-speed, 4-track audiocassette, available through the Library of Congress. Provides free service nationwide to eligible persons.

Christian Record Services, Inc.

4444 South 52nd Street
Lincoln, NE 68516
(402) 488-0981
<http://www.christianrecord.org>

- Provides a lending library of books in Braille, large print materials, and cassette tapes. Provides referrals to local low vision specialists and support groups.

JBI International

110 E. 30th Street
New York, NY 10016
1-800-433-1531
(212) 889-2525
<http://www.jewishbraille.org>

- Provides talking books, Braille and large-print books, a circulating library, and a public education program. Offers counseling and referrals to low vision care in the U.S.

(The) Jewish Guild for the Blind

15 West 65th Street
New York, NY 10023
1-800-284-4422
(212) 769-6200
<http://www.jgb.org>

- Provides free audio library services to individuals with visual impairments by mail (1600 titles, primarily best sellers) and a national radio reading service broadcasting 7 days, 24 hours.

National Library Service for Blind and Physically Handicapped

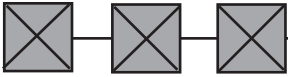
Library of Congress
Washington, DC 20542
1-888-657-7323
(202) 707-5100
(202) 707-0744 (TDD)
nls@loc.gov
<http://www.loc.gov/nls>

- Provides free library service to individuals with visual impairments. Offers Braille and large print materials and recorded books and periodicals.

Recording for the Blind and Dyslexic—Headquarters

20 Roszel Road
Princeton, NJ 08540
1-866-732-3585
(609) 520-8031
<http://www.rfbd.org>

- Provides free cassette tapes, textbooks for students, and materials needed for occupational pursuits.



Talking Tapes/Textbooks for the Blind

16 Sunnen Drive, Suite 162

St. Louis, MO 63143-3800

1-877-926-0500

(314) 646-0500

<http://www.talkingtapes.org>

- Provides textbooks on audiocassettes for students with visual, physical, cognitive, and learning disabilities.

Xavier Society for the Blind

154 E. 23rd Street

New York, NY 10010-4595

(212) 473-7800

1-800-637-9193

- Serves as the National Catholic Press and Lending Library for the visually impaired. Provides materials in Braille, large print and audiocassette.

Employment

Job Opportunities for the Blind

Blinded Veterans Association

477 H Street, NW

Washington, DC 20001

1-800-669-7079

(202) 371-8880

<http://www.bva.org>

- Links veterans with services, rehabilitation training and other benefits, and helps them find jobs. Offers spouses and dependent children of blinded veterans a chance to continue their education through the Kathern F. Gruber Scholarship Program.

National Federation of the Blind

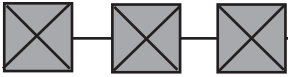
1800 Johnson Street

Baltimore, MD 21230

(410) 659-9314

<http://www.nfb.org>

- Provides a wide variety of services to visually impaired people. Works with agencies and blind people they serve to provide a cost-effective pathway to jobs with good earnings and benefits. Publishes the *Braille Monitor* and *Future Reflections*. Distributes a catalog of publications available in large print, Braille, or audiocassette, and a catalog of aids and appliances.



Directories

Directory of Programs and Services for Older Adults with Impaired Vision (1996)

Lighthouse International
111 E. 59th Street
New York, NY 10022
1-800-829-0500
(212) 821-9200
(212) 821-9713 (TDD)
info@lighthouse.org
<http://www.lighthouse.org>

Directory of Services for Blind and Visually Impaired Persons in the United States and Canada, 26th edition (2001)

American Foundation for the Blind
11 Penn Plaza, Suite 300
New York, NY 10001
1-800-232-5463
(212) 502-7600
<http://www.afb.org>

Living with Low Vision: A Resource Guide for People with Sight Loss, 5th edition (1998)

Resources for Rehabilitation
22 Bonad Road
Winchester, MA 01890
(781) 368-9094
info@rfr.org
<http://www.rfr.org>

Rehabilitation Resource Manual: VISION, 4th edition (1993)

Resources for Rehabilitation
22 Bonad Road
Winchester, MA 01890
(781) 368-9094
info@rfr.org
<http://www.rfr.org>